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ABSTRACT

This guide, designed to accompany a videocassette of selected television spots is a compendium of specific drunk driving topics and issues for each of the major planning steps of a public information program. The guide is organized around these steps, which are (1) select program strategies, (2) select target audiences, (3) select media channels, (4) select spokepersons, and (5) a management planning checklist. (Accompanying each topic in the section on program strategies are codes which refer to specific public service announcments--listed in this appendixes--that illustrate each topic.) The lists of strategies and issues were compiled from a review of campaign materials from organizations around the country. The intent of the book is to provide alcohol coordinators with the opportunity to read messages and planning ideas used by others and to provide suggestions for further development by local planners, advisory committees, focus groups, and advertising agencies working on the program. This resource is expected to be useful in writing public information plans and position statements, preparing speeches, briefing volunteers, studying for talk show appearances, and the like. Appendixes to the document list drunk driving public service announcements (description includes number on tape, title, length, production year, producing organization, place produced and Highway Safety Research Institute number) available through the authoring agency or state highway safety departments, describe alcohol's trip through the body, reconstruct an alcohol-related crash, and list drunk driving organizations. (KC)

U.S. Department of Transportation
National Highway Traffic Safety Administration

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Drunk Driving Public Information Program Strategies and Planning Guide

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Drunk Driving Public Information Program Strategies and Planning Guide

National Highway Traffic Safety Administration
Office of Alcohol Countermeasures
U.S. Department of Transportation
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Preface

This document is a compendium of specific drunk driving topics and issues for each of the major planning steps of a public information program.

These lists were compiled from a review of campaign materials from organizations around the country. The intent is to provide alcohol coordinators with the opportunity to read messages and planning ideas used by others and to provide suggestions for further development by local planners, advisory committees, focus groups, and advertising agencies working on the program. It is, of course, necessary that specific strategies be "localized" to reflect the needs of the community in which the message would be used.

This resource should be useful in writing public information plans and position statements, preparing speeches, briefing volunteers, studying for talk show appearances, and the like. It is hoped that this manual will help develop more effective materials for changing public attitudes and behaviors about drunk driving.

In addition, there are several drunk driving television public service announcements available to illustrate some of the items as indicated by the number in the right column. (See Master List in the Appendix.) These spots may be borrowed to use on the air or to use as "trigger films" with groups. They are available from the University of Michigan Transportation Research Institute (formerly The Highway Traffic Safety Research Institute) in Ann Arbor, Michigan 48109, or from your State's Highway Safety Department.

STEP I: Select Program Strategies

After you have identified the significant problems to be rectified by your public information program and other information needs to be met, it will be necessary to select your specific goals, objectives, and strategy points from the lists below. Some points might be useful for public information campaigns while others might be used more informally on a radio talk show or in a speech to a small group. Still others are points more properly made by others outside of your organization as part of your "networking" effort (work with private corporations, citizen activist groups, and the like).

These issues should be "localized" to reflect more accurately the needs of the target community (e.g. use of local statistics, specific names of organizations) and be written in proper objective setting form.

General Information Messages

1) Identify the extent to which drinking drivers exist on the nation's streets and highways. Number of persons killed on our highways (statistics revised 1-2-84):

PSA which illustrates corresponding point (see Appendix 1).
8, 11, (26), 35, 36, 37, 38, 67

- 250,000 people have died in alcohol-related accidents in the last ten years.
- Presently, 25,000 people are killed each year in alcohol related accidents.
- 500 people are killed each week in alcohol-related accidents.
- 71 people are killed each day in alcohol-related accidents.
- 1 person dies every 20 minutes in an alcohol-related auto crash.

NOTE: Show that the public should be encouraged to think of the lives these numbers represent when they hear statistics. Communicators should "localize" statistics when possible and keep the human and social consequences of these figures "up front." We have heard these statistics so many times that we are almost immune to their meaning—unless, of course, someone we care about is injured or killed. "These numbers do not represent nameless, thinly drawn figures." "The 25,000 figure means nothing to a mother, but her daughter was everything." There is a story behind each statistic. These are the compassionate human components of the problem. It's a "drunk driving epidemic in our country. Statistics are faceless and sometimes a poor measure of what has occurred because they tend to lose all human qualities. Each face was capable of love, affection, and contributing some good to the world. If we lost 25,000 people a year from a disease, many would take action. At one time, it was the public's understanding that we must accept the high number of traffic fatalities on our highway. "Take the 'high' numbers out of 'highway'." "We want to start a safety epidemic." "The statistics are of pandemic proportions—previously reserved for battle field reporting."

Show that no one feels *totally* comfortable with DWI statistics, they are the best measure we have. In fact, we realize that many of you might have problems with statistics in general. But, the point is, these statistics, even the gross numbers, are significant even if we factor in a margin of error.

Show that in addition to existing elevated drunk driving statistics, there are a high number of highway crashes where it is impossible to prove that alcohol was *absolutely not* a contributing factor.

Remember, you will never have the names of the people you saved, only those who died.

2) Over two million drunk driving collisions occur each year.

3) Ironically, the United States has one of the safest highway systems in the world due, in part, to highway design characteristics, guard rails, highway markings and signs. There are relatively few highway fatalities for every 100 million miles that Americans drive. But the portion of our accidents involving alcohol is one of the highest in the world.

4) Over 50 percent of all fatal highway crashes involving two or more cars are alcohol-related.

5) Over 60 percent of all fatal single car crashes are alcohol-related.

6) Relatively few problem drinkers, about 7 percent of the driving population, account for over 66 percent of all alcohol-related fatal crashes.

7) *Show that drunk driving is the most often committed violent crime in the United States today*. Some 18,000 Americans were killed by firearms and, in 1981, there were 22,515 murders. These figures do not equal the 25,000 people killed in alcohol-related crashes. "We are talking about a crime with a death toll surpassing the number of homicides annually, a crime that injures more people and more seriously than assaults with deadly weapons, a crime that does more property damage than the forgers, burglars and robbers all added together."

8) A large percentage of those arrested for drunk driving have been arrested for other crimes.

9) It is estimated that one out of every two Americans will be involved in an alcohol-related accident in his or her lifetime.

10) The average drunk driver involved in fatal crashes on the highway has a .17 blood alcohol concentration (BAC) level, almost double the level for presumed intoxication in most states. To reach this level, a 180 lb. man, for example, would have to have about 13 drinks of liquor (86 proof) or eleven beers within a four hour period.

11) Over 50 percent of all adult pedestrian accidents involve an intoxicated pedestrian.

12) For all Americans between 5 and 35 years old, motor vehicle accidents is the number one cause of death. Over 50 percent of these accidents are caused by drunk drivers.

13) Eighty percent of all fatal alcohol-related auto crashes occur between 8 p.m. and 8 a.m.

14) Between 8 p.m. and 4 a.m. on weekends, 10 percent of all drivers are legally impaired or drunk, in some parts of the country. "One out of the next 10 motorists coming your way is drunk."

15) Of every 200 to 2,000 drunk drivers on the road, only one is arrested. Therefore, the probability of a drunk driver getting caught is statistically small.

NOTE: Since this statistic offers no support to the general deterrence model, you might consider saying that the probabilities of being arrested still could be high because: 1) these are national statistics and probabilities vary from area to area (in fact, California says they are arresting one out of every 200); 2) police now do selective enforcement around known establishments—"they know the whereabouts of drinking drivers;" 3) police now are looking for use of alcohol in all pull-overs for moving violations; 4) with the use of "sobriety checkpoints", the chances of getting caught are greater than ever. Even if you have learned to mask the appearance of drunkenness when behind the wheel, you will get caught going through the roadblock—"you can't fool the PBT;" 5) our State has a citizen and react group radio and telephone reporting system—"citizens know the visual detection cues and are helping the police;" 6) police in smaller jurisdictions are getting together periodically on weekends, engaging in multi-jurisdictional enforcement and making more arrests; 7) police and individual patrol officers are committed more than ever to making arrests; 8) in this State, if you get caught and arrested for drunk driving, you *will be* convicted, fined, and sent to jail—after all, it is the conviction rate of the area that is important; 9) police are now making arrests in parking lots, shopping centers, etc., and arresting even if the drunk driver is sitting behind the wheel, keys in the ignition and the engine off (in "physical control"); 10) show that police are dedicating patrols for catching speeders during high risk times (using radar traps, etc.), which often results in an increase in the apprehension of DWIs as officers have an eye out for drinking and driving as well. Speed is now considered a co-issue with drunk driving

There are more arrests for drunk driving in the United States than for any other crime. Show that, of all crimes, drunk driving leads the nation in the number of arrests. In 1980, there were 9,686,940 arrests. The major categories: driving while intoxicated (1,303,933), larceny theft (1,123,823), general drunkenness (1,049,614), disorderly conduct (724,404), drug offenses (533,010).

16) According to a recent Allstate Insurance Company study, drunk drivers are estimated to cost American taxpayers $21-24 billion dollars a year (about 9 billion for lost productivity, 8 billion in health, medical and treatment programs, and 8 billion in other related costs). Specific costs include disabling injuries, lost work days, fatalities, personnel costs, property damage, worker compensation, administrative costs, tort claims, and other indirect costs (productivity, work disruptions, labor disputes, readiness).

NOTE: Communicators should stress that drunk drivers, in addition to being a health, safety, and social liability to the community, are also "an economic liability to the taxpayers." Ask a local investigative reporter to add up what it costs to arrest, prosecute, convict, educate and treat drinking drivers in the community.

17) Most Americans drink. Over 80 percent admit to driving after drinking.

18) When drinkers are at the presumed level of intoxication, the risk of causing an accident is six times greater than non-drinking drivers. 4, 16, 17, (30), 49

Identify the alcohol crash risk. The nature and magnitude of the risk created by alcohol-impaired drivers should be established to form the basis for public information (and other countermeasure programs). The size of the problem will have to be established to persuade the public and public officials to take and support action to reduce risk. Calculate alcohol-related crash losses in terms of deaths, injuries, and costs. Comparisons could be made with other risks deemed important enough for official community action (fire, crime, disease and pollution). Precisely establishing the risk is also necessary for the evaluation of programs designed to reduce it.

19) Surveys show that 77 percent of all Americans support mandatory prison sentences even for first time offenders.

20) To equal the yearly number of DWI deaths, we would have to have an equivalent of an Air Florida crash (Washington, D.C., 1982, where 78 people were killed) each day of the year.

NOTE: Equate the attention, media coverage, and emotional reactions of this tragic event. Yet, daily drunk driving crash fatalities go unnoticed.

21) Although drunk driving is a problem that pervades all age groups of our licensed population, teenagers are overrepresented in drunk driving statistics. "Each number, each statistic represents a young American who left us too soon, unfulfilled, a bud that has never flowered nor had the chance to seed another generation of young Americans."

Teenagers are about three times more likely to be in a crash than the average driver, whether considered as a function of the number of licensed drivers in each age group, or the amount of mileage they travel.

Teenagers are also more likely than any other age group to be involved in a crash in which alcohol use is a factor. Teenagers are about two and one-half times more likely to be in such crashes than the average driver. This is true despite the fact that only about one-third of the 16 and 17 year olds involved in fatal crashes are found to have been drinking. This proportion rises with age to one-half for 22 to 24 years old, and then declines slowly with age to one out of seven for drivers 65 or older. One should note that even though the proportion of crashes in which the driver has been drinking increases through the early twenties, the rate of such crashes is highest for teenagers.

Drivers aged 16-17 are overinvolved in accidents in general by a factor of 4.05 to 1. That is, given their vehicle miles of travel, they are involved in 4.05 times as many accidents as would be expected. Another way of saying this is that their accident rate is 4.05 times as high as the accident rate averaged over all age groups.

Drivers 18 years old are involved in 2.79 times as many alcohol-involved fatal accidents as would be expected according to their vehicle miles travelled (or 2.79 times higher than the average for all age groups).

The number of fatal alcohol-involved accidents per 100 million vehicle miles travelled is presented. Drivers 19 years old, for example, have 4.44 fatal alcohol-involved accidents per 100 million vehicle miles travelled compared to drivers 22-24 years old, who have 3.10 alcohol-involved fatal accidents per 100 million vehicle miles travelled.

The result shows clearly that teenaged drivers have the worst alcohol accident record of any age group.

The most recent statistics from the U.S. Department of Transportation and the National Highway Traffic Safety Administration include (statistics revised 1-2-84):

- Teenage drivers are involved in 1 out of every 5 fatal accidents that occur with close to 9,000 teenagers (15-19 years old) killed in motor vehicle accidents in 1980.

- Almost 60 percent of fatally injured teenage drivers were found to have alcohol in their blood systems prior to their crash, with 43 percent at legally intoxicating levels (i.e., greater than or equal to .10 percent blood alcohol concentration).

- Of the 25,000 persons who die each year in drunk driver accidents, 5,000 of those victims are teenagers. That means that 14 teenagers die each day in drunk driver accidents.

- Alcohol involvement in teenage fatal accidents is at least three times greater in nighttime accidents (between 8 PM and 4 AM) than it is in daytime accidents (between 4 AM and 8 PM).

- In addition, teenage drivers are involved in 1 out of every 4 injury accidents, with a total of 650,000 injured teenagers in 1980. Alcohol is involved in close to 20 percent of injury producing accidents, which means that 130,000 teenagers are injured per year in drunk driver accidents. So, 14 teenagers die and an additional 360 teenagers are injured in alcohol related crashes per day.

- Although teenagers comprise only 8 percent of the driver population and account for only 6 percent of the vehicle miles travelled in this country, they add up to 17 percent of all accident involved drivers and at least 15 percent of all drunk drivers in accidents.

- Think of this: Of 330 children born today in the U. S. (about the size of a small grade school), one will die and four will sustain serious or crippling injuries in an alcohol-related crash before they reach the age of 24.

- The Surgeon General has reported that life expectancy has improved in the U. S. over the past 75 years for every age group except one. The exception is the 15-24 year old American whose death rate is higher today than it was 20 years ago. And the leading single cause of death for this age group is drunk driving.

- As if the pain and suffering were not enough, insurance companies have estimated that teenage drunk driver accidents alone are costing society close to 6 billion dollars per year in damages, hospital costs, lost work, etc.

22) 500,000 DWI deaths have occurred in the past 20 years (1962-82).

23) About 65% of the inmates in prison today committed crimes under the influence of alcohol.

24) Show that unless we manage to reduce the risks, every

American now stands a 50-50 chance of being involved in an alcohol-related crash at some time in his or her lifetime.

25) There are over 20 million people on the road with invalid driver licenses (1982).

26) While over 25,000 people are killed each year, 640,000 more are injured in highway accidents involving alcohol.

27) In general, statistics show that drunk driving is a significant problem in every community in this nation.

28) "Before this presentation is over, four more persons will die because of drunk drivers."

29) Over 250,000 people have died in alcohol-related accidents in the last ten years. That is four times greater than the number of men and women killed in Vietnam. "Drunk driving statistics equal battlefield proportions."

30) For too long, drunk driving has been socially acceptable and even condoned as part of our American "macho" image. Macho indeed. Men account for 90 percent of all drunken driving arrests.

31) Show the extent and seriousness of DWI problem nationally (number of crashes, injuries, deaths, economic and societal costs, lost productivity).

32) Identify the time of day or time of year when most alcohol-related traffic collisions occur in your local area. 14, 25, (37)

33) Cite specific state/community data and alcohol-caused or related crash stories. (19), 30, 84

34) Show the approximate number of local alcohol-related traffic deaths and highway collisions that have occurred in your state or area during each of the most recent years.

35) Show statistics to the target audience in such a manner that the *personal* danger drunk driving presents will be realized.

36) Show there is no typical drunk driver. This theme must emphasize that persons of all ages and socio-economic groups are being arrested for DWI, e.g., these drivers are not just "skid row" bums, reckless teenagers, alcoholics, "gang types," or irresponsible persons. Remember, not only "drunks" are arrested for drunk driving. 49

Show that there are many types of drunk drivers. They include:

- the inexperienced drinker who is also an inexperienced driver;
- the sociopath who holds laws generally in disdain, including those that require experience in responsible driving;
- the problem drinker who has "lifestyle" difficulties on the

job or at home and who uses excessive drinking as an escape mechanism;

- the suicide, who is unable to cope and is "supported" by alcohol or other substances and chooses the car as a means for "ending it all" or uses excessive drinking as a sign that help is needed;
- the social drinker, who sometimes imbibes to excess and drives;
- the alcoholic, who drinks because "he or she has to" and drives because "he or she wants to"; and
- the troubled drinker, who consciously or unconciously uses drunk driving as a sign for crying out to others that help is needed.

37) Show that the public is not fully aware of the drinking driver problem. For example, if 200 people were killed in a plane crash, the media around the country would carry the story on the front page. Even when 500 people get killed each week by drinking drivers, it goes unnoticed. Show that alcohol-related highway crashes is a gradual epidemic, a continuing series of small scale tragic events rather than a single catastrophic event and that these events happen in increments.

NOTE: Communicators should adapt this principle to the local community. For example, say that if 3 local children were to get polio, it would be termed an epidemic. Yet, if several young adults get killed by drunk drivers, each death is viewed in isolation.

38) Show that the drinking driver should fear three things: 1) having an accident; 2) getting caught; and 3) receiving stiff court penalties.

39) Refer to a specific local DWI incident, e.g., an accident where twin girls were killed, and the impact this event had on their immediate family, friends, and the community.

40) State reasons why people start to drink and continue to drink to excess, e.g., low self-esteem; inability to deal with the stress and strain of their lives; inability to maintain satisfying relationships with individuals important to them; inability to assess critically their drinking behavior; and ignorance of their own physiological predisposition.

41) Describe particular social situations in which persons are encouraged by their peers to drink more than they should.

42) Establish the concept of drunk driving as a social issue. 70
Establish public familiarity with the acronyms DWI, DUI, etc.

43) Show that alcohol-related crashes are the leading cause of accidental death in the military. In 1982, over 500 service personnel lost their lives in all motor vehicle accidents. These figures do not include accidents by civilian military employees. Over half of these were alcohol-related. Drunk driving arrests are the leading way military personnel get tracked into alcohol treatment programs.

44) Illustrate the combined effects of driving while under the influence of alcohol and a prescription or illegal drugs. Cite statistics. 7, 25, 26

45) Illustrate that while a drinking driver may not be "legally" drunk at impaired levels, his ability to react will be seriously impaired. (4)

46) Compare "legal" BAC limits with "safe" BAC limits.

47) Explain the antabuse or disulfiram program as a possible deterrent. (Antabuse is a harmless drug which when combined with alcohol induces violent illness. *It is not a cure*. It is only one possible way to keep a drinking driver off the road.) 29

48) Use general "Don't Drink and Drive" themes. 40, 41, 42, 43

49) Describe the respective roles of DWI countermeasure groups in your area. (10)

50) Describe special holiday season activities which often result in increased incidents of drinking and driving. (22), 24, 44, 46, 57

51) Refer to your program as the "drinking" driver program rather than the "drunk" driver program in order to include those driving at "impaired" levels.

52) Show that our society, while sensitive to the dangers of hazardous toys and the dangers of smoking, continues to accept a high number of alcohol-related traffic fatalities. It is known that alcohol causes more damage than cigarettes. But, while the government requires warning labels on cigarettes, they do not require them on alcoholic beverages.

53) Define BAC. (Focus groups suggest that a pie chart could be used to show the small amount of alcohol in the blood needed to be considered legally drunk.)

54) Show that general deterrence works better and longer when DWI is treated as a safety issue rather than a moral one.

55) The timing is right for drawing attention to the drunk driving problem. Generally, statistics show that as economic times get tougher, drinking increases.

56) Show the importance of maintaining a "political will," an awareness and countermeasure efforts toward drunk driving. We need to "institutionalize the problem." Some people are thinking about forming State Foundations specifically for this purpose.

57) Show that the cost of the DWI program is less than the cost (personal and social) of failing to control it.

58) Show that liquor advertisements alone are not the cause of our high drunk driving problem. Russia has banned liquor advertising for years, yet they have one of the highest alcoholism problems in the world.

59) Show that many Americans feel guilt and confusion about drunk driving since over 80% of the driving population admits to some drinking and driving. It is no wonder that many feel they potentially could have been the cause of an accident—"There but for the grace of God go I." This "guilt" may reduce their involvement in the countermeasure effort which would effect the over-all impact of the community program. These people may feel resistant for one of the following reasons:

- Fear that increased law enforcement efforts will catch them driving after social drinking.
- The belief that they will have to change their patterns of socializing in order to avoid driving after social drinking. They also believe that since they've often driven home after drinking and always made it, there is no reason for "this big deal about drunk driving."
- They feel guilty when they hear about drunk driving tragedies, believing that because they have driven after social drinking, they could have been the cause of such an accident. They are afraid that if they were to stop an intoxicated friend or acquaintance from driving, they would open up their own behavior to embarassing scrutiny.
- They unconsciously understate the likelihood that an intoxicated friend will cause a problem when he or she drives because they themselves have driven after *social* drinking without difficulty, and hence do not intervene.
- They are influenced by the people with whom they live, work, or socialize. Those who drink and drive have a tendency to accept the practice as normal behavior. This "co-habitation factor" acts as a reinforcement of denial. This is true for members of various countermeasure organizations (police, prosecutors, judges, etc.) If, for example, some police are "light" on drunk drivers, new officers joining the force will have a tendency to follow the norm.
- Insufficient understanding of alcohol's pharmacological action and the uncontrollable, addictive behavior of the problem drinker; hence, they fear that they are interfering in another person's free choice if they act on behalf of a friend or acquaintance, who may be an alcoholic.

Show that any of these reasons may keep a concerned member of the public from taking action. They may be reluctant to support such control measures as stricter laws, roadside checks to detect drunk drivers, or mandatory treatment programs; they may hesitate to vote for conviction when serving on a jury for a drunk driving case; they may oppose spending public funds for improved enforcement; and they may fail to take effective personal actions, such as discouraging an intoxicated friend from driving. Certainly, one major line of effort in public information should counteract the confusion and *guilt* produced by the public's misunderstanding of the problem and reinforce the natural desire of people to become involved in efforts to alleviate a serious problem if they feel they gain personally from the effort and contribute something personally to the solution.

These people need to know, for example, that the average nighttime drinking driver killed on the highway has had about 15 drinks before getting behind the wheel. They must understand that they are not part of this population.

The drunk driving program must take a special effort to involve these people in helping reduce drunk driving and develop, in effect, a new constituency for the control system.

"I'm real tired of that old excuse 'There but for the grace of God go I' — damn it, there by the grace of God go my innocent daughter, my son, my wife, my husband."

60) Show that most people *overestimate* the likelihood that they will be arrested for drunk driving, but *underestimate* the likelihood that they will be involved in a crash caused by a drunk driver. As a result, they fear the police more than they fear chronic drinkers who drive.

61) Show that a drunk driver is not always someone who is or appears to be *totally* out of control. A legally drunk driver is not always "swerving all over the road", is not always "unable to walk", is not always "barely able to get into the car", is not always someone who throws up before getting in the car, or is not always someone who "doesn't know where they are".

NOTE: In fact, many drinking drivers, at the .10 BAC level, do not even exhibit some of the typical "visual detection" signs that patrol officers use.

62) Show that one beer (12 oz., 4% alcohol) equals one glass of wine (4 oz., 12% alcohol), equals one shot of hard liquor (1 oz., 50%, 100 proof alcohol). Show that it is the amount of alcohol in the drink, not the type of drink which is important. 15, (28), (62), (84)

63) Show the importance of referring to drunk driving incidences as "crashes" (not "accidents" or an "incident" or "mishaps"). One doesn't drive forty miles over the speed limit, through a stop sign, and head on into oncoming traffic "accidentally". (TV NEWS REPORTER: "Three people died today in car accidents, and four more were killed by drunk drivers"). Remember, most lawyers defend drunk drivers by making the jury believe it was an "accident" and that he had no control over the circumstances.

64) Show that if seat belts were used, it is estimated that it would eliminate half of all alcohol-related deaths and injuries. "Safety belts are your first defense against a drinking driver." "Even if you're not drinking, other drivers may be. Your best protection is still the safety belt in your car." "While we're in the process of solving the drinking driver problem, wear your safety belt."

65) Show that most people do not consider alcohol to be a drug. Would the average person find it acceptable at a party to see someone shove pills into their mouth and stagger around? "Alcohol is a drug, too."

66) The drunk driving problem has no natural enemies or adversaries. Everyone agrees it is a problem and something needs to be done. There is no constituency against us—*No one*. This includes the drunk drivers themselves. Not driving after drinking can even make an alcoholic feel somewhat more like a "responsible drinker."

67) Show that when we talk about drunk drivers, we are not talking about our friends, neighbors, or business colleagues; we are talking about killers in cars on our highways.

68) Show that there are many acronyms for drunk driving programs. They include: OMVUI (Operating a Motor Vehicle Under the Influence); OWI (Operating While Intoxicated); DWI (Driving While Intoxicated or Driving While Impaired); DUI (Driving Under the Influeunce); DWUAL (Driving With Unlawful Alcohol Levels); OUI (Operating Under the Influence); DWAI (Driving While Alcohol Influenced); DUID (Driving Under the Influence of Drugs); DUIL (Driving Under the Influence of Liquor); and ULC (Unlawful Lane Changing).

We should refer to programs as our "*Drinking* Driver Program" so that we include those driving at "impaired levels". The name points to "impairment" as well as "illegal" levels. It points to "*drinking* driver problems" as well as "*drunk* driver problems". Too often "drunk" usually only connotes illegal levels or a term with which many freely reject as applying to them.

In fact, some programs are called the "Intoxicated or Drugged Driver Program" or the "Drinking and Drugging Program" so as to include drugs. Since many refuse to accept alcohol as a drug, you might consider the use of the phrase "Alcohol and Other Drugs."

69) Develop a favorable image of your alcohol highway safety organization. Make certain your organization has local identity, uses citizens (on committees) to make key decisions, appreciates assistance from volunteers, recognizes hard work by those in other countermeasure groups, welcomes comments and assistance from others, and is flexible in the operation of the drunk driving program.

70) "Drunks aren't funny anymore". "What ever happend to Foster Brooks?" Remember when it was cool to say "Hey, I got so drunk last night, I don't know how I drove home?" Now, fewer people laugh at that comment.

"We are redefining what is cool." Think, if you drink and drive and kill someone, would your closest friend feel compassion for you *or* think it was a stupid, premeditated act?

71) Relate the number of alcohol-related crashes or deaths to the size of a city (or county) in the State to help people visualize the magnitude of the problem.

72) The U. S. ranks 15th in the world in gallons of alcohol consumed per person. Yet, we have the highest percentage of alcohol-related highway crashes.

73) Show that many hit and run accidents could very well be alcohol-related.

74) Show how to avoid drinking drivers on the road. The ways include: 1) recognize visual signs (see earlier discussion); 2) expand your look-ahead capacity to allow more time; 3) size up the whole scene including action on the sides and rear of your vehicle; 4) signal early and use your signal indicator; and, 5) plan escape routes and other contingency maneuvers.

75) Show that 65% of all motorcycle crashes are alcohol-related (according to the Motorcycle Safety Foundation. Riding a motorcycle, even at .05 BAC can be even more dangerous than driving. Riding a scooter (which is becoming more popular) or a Moped is a greater danger because balance is even more critical.

76) Show that we got rid of Measles, Dyptheria, Small Pox—Now we just have one more, the leading killer of our young adults, *drunk driving*.

77) Alcohol affects society in other ways: industrial casualties of alcohol in 1975 ranged from 12,600 deaths to 2,200,000 injuries; alcohol has been implicated in approximately 44% of civilian aviation crashes; alcohol is implicated in approximately 69% of drownings, 50% of all "freak accidents," 47% of job related accidents, 38% of child abuse cases, 65% of all motorocycle crashes; 70% of all young adults who commit suicide were drinking at the time; alcohol is implicated in approximately 83% of fire fatalities, 62% of all fire burns; and implicated in 70% of choking asphyxiation deaths, frost injuries and deaths, snowmobile injuries, and tractor deaths.

It is also known that there are 3.3 million teenagers (14-17) with serious alcoholism problems. That is about 19.3% of the group's population.

78) We have distorted our sense of reality when it comes to violence. Cars are a far more violent means of death than guns, but we fear guns more than we fear cars, so we condone socially acceptable murder with cars.

79) Many people think that driving is hereditary. (i.e., it is in their genes, so to speak). They think it is an automatic privilege that comes when you reach the legal age. It is something that comes naturally. It is a person's right and their due. It is expected and the world owes them a driver's license because everyone else has one.

Driving is a privilege that does not come automatically. The right to a driver's license means that you have the responsibility of preserving life and limb while you drive. You have the responsibility to the community not to kill anyone. You are deemed intelligent enough to realize the consequences of your actions. "Driving is a privilege, not a right."

80) We don't have National cemetaries in honor and memory of the innocent victims who have died in the Drunk Driving War. We haven't had any major protests against drunk drivers that would compare to the protests against the Viet Nam War. By the year 2000, drunk drivers will have killed more Americans than all the battles in which the United States was involved. Over 1,200,000 Americans were killed in all the wars since 1776. It is expected that over 1,500,000 Americans will be killed in alcohol-related crashes by the year 2000. The problem with the Drunk Driving War is that serious National attention was not focused on the problem until 1982.

81) Show, through public information techniques, the role your organization plays in the drunk driving countermeasure program.

- Attract support—present the services of your organization, the products and assistance it provides, its working relationship with other organizations, the organizational characteristics (e.g., use of citizen advisory committees, State and community task forces), and the like.

- Strengthen identification—increase public awareness of your organization through the clarity, consistency, and multiple exposure of the name, logo, and drunk driving slogan. Use the name-logo-slogan in all forms of communication.

- Improve contact—increase the number, quality, and variety of contacts. Educate, orient, and train people about your organization so they may appreciate the human meaning of your program and be able to express this meaning. Keep in good contact with volunteers, intermediary groups, and key countermeasure organizations.

- Increase involvement—personalize information to all individuals with whom you come in contact, involve volunteers in publicizing volunteerism. The quality of volunteer involvement should be demonstrated clearly, specifically, and continuously. Try to strengthen the emotional association with the drunk driving program. Human interest information should be emphasized in order to increase the number of strongly favorable people. Factual, impersonal messages should not dominate the communications program.

- Communicate effectively—when you talk about your organization and program, start by communicating from strength. Start with information that has the widest interest and appeal. Later, transfer attention to specific information and channels. Use market segmentation when you communicate so that messages and the channels you use match the interest of specific people or groups. Also, conduct a year-round communications program to maintain interest throughout the year.

82) Show the need for general practitioners to understand alcoholism and drunk driving issues. The average physician has had a "4-2-1 education" (i.e., 4 years of medical school, 2 hours of alcoholism, 1 hour of drunk driving).

83) Show that police are making arrests for possession and drinking when the young adult is under the drinking age. "You don't have to have a high BAC to get arrested for possession of alcohol."

84) The Consumer Federation of America in 1983 listed the top 10 most Hazardous products. The first was the automobile and the third was alcohol.

85) Show that you have identified 360 cases of drunk driving in this State during the last several months. What would authorities do if you identified the same number of cases of a disease. I'm sure you would agree, there would be great professional and public attention.

Drunk drivers kill one person every 20 minutes. Can you imagine what health officials would be doing if one person died every 20 minutes from AIDS, bee stings, or measles?

And the ecologists and environmentalists—how many would be marching if an endangered species was being killed wantonly—1 every 20 minutes? Murder by drunk drivers is an epidemic. Let's see it treated as such!

Look at the attention drawn when just ten people died in Philadelphia of Legionaires disease.

86) For teenagers, drunk driving is America's number one preventable cause of death.

87) Show that because stress has been placed on the chronic drinker in the past, it has made the social drinker reject responsibility for alcohol-related crashes and feel he can drink and drive with impunity. This is far from the truth. The probability of having an accident increases with every drink. In addition, there are more *social* drinkers than there are *chronic* drinkers, so more social drinkers are causing more alcohol-related crashes.

Enforcement Messages

1) It is important to communicate the impression to the public that there is a good probability that if someone drinks and drives, they will get caught and be charged with DWI. Public information campaigns must raise the perceived risk of arrest and the penalties that may subsequently be imposed. 1, 2, 3, 4, 5, 7, (8), (13)

NOTE: Experience has shown that an increased level of enforcement and arrest, when adequately publicized, can produce substantial reduction in alcohol-related fatalities. However, raising the actual risk of arrest is not sufficient in itself; the *perceived* or the "aura" of the *risk of arrest* must also be raised.

This is why an increase in law enforcement must be publicized if it is to have a general deterrent effect. Increased arrests will directly affect relatively few drivers, but awareness of these arrests can indirectly affect many more drivers not willing to risk getting caught.

Also, show the *"increased rate of arrest and conviction."* This arrest/conviction ratio should be expressed in a percentage rather than raw numbers (e.g., "The conviction rate in Baton Rouge City Court is 95%"). A part of the general deterrence strategy is establishing the perceived likelihood of conviction.

Show enforcement policy about drunk driving issues (e.g., roadblocks, dedicated patrol assigned "to catch drunks," etc. NOTE: Communicators should take special efforts to *establish a connection between the message and enforcement policy.*

2) Describe the permanent, year-round threat of arrest and promptness in the disposition (*swift* and *sure*) of cases. Emphasize the *permanence* and *maintenance* of a year-round vigorous local drinking driver enforcement program.

NOTE: Try not to dramatically arouse temporary public enthusiasm and support by calling attention only to "new" enforcement techniques. If the "newness" of these techniques or programs is the basis of your campaign, people may feel that the risk is still low and consequently, may disregard future messages. Besides, the news media are tired of reporting about "new crackdowns" or "new enforcement techniques" that are at times perceived more as "hype" than reality. Talk about on-going programs when possible. Of course, the publicizing of "new" tough state laws would be justifiable.

3) Describe local enforcement statistics such as the increase of DWI arrest totals for a set period of time, e.g., by week, month, or year. Percentage increases might create a better perception of risk than raw numbers.

4) Show that the enforcement community realizes that drinking and driving is a "*criminal act*," not merely an "anti-social behavior".

NOTE: This strategy should be used on-balance with others because, unfortunately, drinking drivers seldom consider themselves to be "criminals". The denial mechanism is too great. Potential offenders may say that it was "merely an accident" or that they were sick or that their mental state was such that they were incapable of acting on their own volition and, hence, could not be held responsible for a criminal act.

5) Show that DWI enforcement is considered a high priority item with local police.

6) Describe and support the BAC concept and how drivers can keep below the illegal level. This offers a positive alternative to being arrested for DWI. As Vermont's Project Crash indicates, individuals prefer messages that do not threaten but offer useful information on how to stay out of trouble.

7) Show that "this State *does not* give tickets for drunk driving—you get arrested, your license is taken away, and you are sent to jail". Drinking drivers are not being charged with reckless driving, unlawful lane changing, or "just getting a good talking to by the patrol officer". "In this State, police do not help a drinking driver—they arrest a drinking driver." They are being charged with the criminal act of drunk driving. That's very serious. Repeat offenders have an especially tough time. Show the public that drunk driving cases are not going to be handled in the courts simply like other traffic violations.

8) Describe your state's tough new laws (and sanctions). Show how the laws have gotten "stiffer"; show what will happen to convicted drunk drivers. Describe laws soon to be put into effect. 23, (66), 77, 78

9) Describe the *reasons* for the new drunk driver laws and countermeasure efforts (statistics, teenage fatalities, the "will of the people" who want tougher laws, etc.). Show that these actions and the laws are just and reasonable. This will help frame the DWI problems in the positive and, subsequently, make it easier for the officers to make and justify arrests, for the prosecutors to prosecute to the full extent of the law, and for judges to hand down stiffer sentences.

10) Show that in the past it was easy for a sharp attorney to get the charges dropped or to plea bargain for a reduced charge, but conditions have changed. "Now the law is tougher and more cut and dried".

11) Define and describe the implied consent laws, and their application within the State or community by police. Let the audience know that simply by driving, one "implies one's consent" to be tested for alcoholic consumption.

12) Show, if applicable, that radar "traps"/units are also looking for drinking drivers.

13) Police in this area are trained to recognize the signs exhibited by a drinking driver as the car drives by. ("They can spot a drunk driver a mile away.") Describe *how* the officer knows when he sees a drunk driver. Explain their detection training. (1), (3), (72)

Show some of the detection techniques police use to spot a drunk driver. Publish the "tip of the week" in the local newspaper. Do a series of radio PSAs on specific detection cues. Also indicate to drinking drivers that community members know these signs as well:

- Unreasonably fast or slow speed
- Driving in spurts
- Driving in low gears without apparent reason
- Jerky starting or stopping
- Approaching signals unreasonably fast or slow
- Overshooting or undershooting the stop at traffic control signs
- Hugging the edge of the road or continually straddling the centerline
- Frequent lane changing
- Improper passing with insufficient clearance
- Driving at night without lights
- Delay in turning lights on when starting from a parked position
- Failure to dim lights to oncoming traffic
- Driving with windows down in cold weather
- Driving with head partly out of the window.

14) Police are looking for drivers under the influence of drugs as well as alcohol. 7, 25

15) Special patrols will be deployed during holidays and special events [e.g., New Years, Memorial Day, Labor Day, ethnic festivals, spring concerts, college events, Prom night, post-Prom activities through the night and/or all weekend, Senior skip days, St. Patrick's Day, Homecoming, opening day of hunting or fishing season, paydays, State/County fairs, ski season, large outdoor concerts, squadron parties after maneuvers at military bases, first fair weather night, bar/restaurant hours (high liquor sale hours); the National Safety Council's "101 Most Dangerous Days," National Drunk and Drugged Driving Awareness Week, Substance Abuse Awareness Week, etc.] (1)

16) Show the use of DWI marked vehicles and tell the media, before the event, when special patrols will be deployed. (11)

17) Show the use of unmarked or unusual vehicles. Publicize these activities before the event.

18) Show the use of permanent drunk driving roadside signs which indicate DWI enforcement areas.

19) Describe the local citizen reporting enforcement component such as when CB radio or ham radio operators spot a drinking driver and telephone a base-station where a call is placed to the police.

20) Describe and support psychological screening tests such as the alcohol gaze nystagumus. This is particularly suitable for states not allowing PBTs.

21) Describe and support detection techniques such as PBTs and blood testing machines. As well as describing the equipment function, you could say something like, "You can't fool the PBT with a breath mint, or by saying 'I'm in diabetic shock'." Encourage cooperation by stating that it is a way for a driver to exonerate oneself if one is not drunk.

22) Publicize the times and locations (general/specific) of patrols. (1)

23) Describe use of sobriety checkpoints, [i.e. "road blocks," "routine screening," "roadside surveys," "roadside breath testing," "DWI (or drunk driving) checkpoints," "roadside safety checks," "roadblock testing"]. Publicize these activities before and/or after they go into operation. (27)

Let the public know: 1) that they can be stopped and tested any time; 2) that anyone can be arrested for drunk driving even though they may *not* have been initially stopped for exhibiting drinking driver behaviors; 3) that "stereotypical" drunks are not the only people arrested and sanctioned for DWI; 4) that a DWI arrest can result from the mere "coincidence" of being stopped for some other routine reason; 5) that one can get stopped if simply "unlucky"; 6) that an arrest can occur even if they have "mastered the appearance" of not being drunk behind the wheel or have learned to compensate in their driving for alcohol impairment; 7) that a DWI arrest can "happen to me" because routine road blocks stop drivers at random and *anyone* can be arrested whether he/she is the "DWI type" or not; and 8) that "you will have face-to-face contact with a police officer who is specifically looking for articulable signs of intoxication: slurred speech, alcoholic breath, and unclear eyes." This exchange would serve as probable cause to be asked to take a sobriety field test.

Show that police are conducting "mini road blocks" outside of stores, bars, and restaurants looking for drunk drivers. This is especially true when complaints of underaged drinking and drunk driving have been received.

Show that if people can tolerate the minor inconvenience or personal restrictions of x-ray procedures at airports for cutting down the chances of hijacking, people should be able to tolerate and accept "roadside screening" as a way of decreasing the chance of being involved with a drinking driver. Also show that, since everyone is treated equally during the x-ray check (imagine the feeling if passengers were arbitrarily checked), few people feel that personal civil liberties have been violated.

Show that some States require warning signs as drivers approach a road block area. This sign (e.g., "DWI Survey") would be another opportunity for publicity and showing "force."

Show that several things can be conducted simultaneously at roadside check points: 1) PBTs; 2) safety belt/child safety seat survey; 3) safety belt incentive program; 4) disseminating public information (see below for suggestions); 5) conducting a survey or passing out survey mail-back cards to determine public attitude toward roadside check points; 6) checking if glasses are worn, 7) checking driver's licenses (the act of getting it out of the wallet could be a sign of impairment as it is a split attention "time share" task); 8) checking the number of cabs with intoxicated passengers who called for a ride home.

Pass out information at "sobriety checkpoints." Develop a sobriety checkpoint brochure which would explain: 1) drunk driving statistics and the need for roadblocks; 2) how roadblocks work; 3) how they help law enforcement organizations; 4) their effectiveness; and 5) legal issues (constitutionality, civil rights). 6) Show an endorsement of roadblocks from the State's Attorney General; and 7) include a short questionnaire to survey checkpoint participants about the value of roadblocks in reducing alcohol-related crashes. Ask if more FREE information is desired (distribute a pre-stamped mail-back card).

The information should be well received as many will become curious about the drunk driving problem. At this time, officers should also ask drivers to drive safely and buckle up. Police might encourage people to help in their own way and within their own community with the drunk driving problem. Police could "deputize" citizens to help and to become friendly advocates of safe, alcohol-free driving.

There are several arguments against the use of sobriety checkpoints. Communicators should be prepared to discuss these issues:

- Checkpoints violate the Fourth Admendment because they involve search and seizure without "probable cause." The Fourth Amendment requires that search and seizure be based upon a standard of individualized suspicion. This constitutional mandate bars dragnet apprehensions. It is the only effective protection for innocent citizens, who deserve to be shielded from intrusive or oppresive police investigations.

- Drunk driving is a serious societal problem. But it is no justification for suspending bedrock constitutional requirements that distinguish properly restrained law enforcement practices in a free society from the arrogance of police power in authoritarian regimes.

- Checkpoints are an inefficient way to spot the inebriated.

Providing impaired drivers with a several-minute warning before they are confronted by a police officer allows many of them temporarily to "sober up." Thus, many drunk drivers who could otherwise be spotted can easily sneak by roadblocks. Some say that the body reacts to the anxiety of the checkpoint and the adrenaline flows which provides the temporary "sobriety."

- Sobriety checkpoints are not as efficient as following a driver who is drunk, especially if police had staked out bars at closing time or covertly observed traffic where it naturally slows, at stop lights and highway exits. At such locations, without forewarning, drivers are more likely to exhibit signs of intoxication and, as a result, can be arrested based upon probable cause.

24) Describe to the public rotating saturation enforcement strategies ("resource allocation") where high density coverage is given to selected sectors of DWI activity.

25) Describe and support "fishing hole" enforcement where high density areas are covered. "Police know the whereabouts of the drinking drivers." Show police have pinpointed areas of concentration. This increases the perception of risk around known bars. (3)

26) Describe and support "blitz" enforcement strategy where only selected areas are covered for intensive DWI enforcement activities (public does not know where the "blitz" will occur, thus increasing their perception or "aura" of risk). (2)

27) Show that police often form "Blitz Teams" with adjacent counties which "zero in" on specific areas (called multi-jurisdictional enforcement). Counties within the same judicial circuits should have little trouble working together. Show that these teams constantly circulate around the state's high incidence locations and bars/restaurants to make arrests. This technique is called "Operation Spider," "SPITE" (Statewide Police Intensified Traffic Enforcement), "Operation Wolf Pack," etc. Give the public the feeling that the police are "everywhere." "You never know when the team will hit your area." There will be high "patrol presence" in this area.

28) Show, if applicable, that *all* patrol cars are equipped and officers are trained for making DWI arrests.

29) Some of the special watch times for enforcement agencies (MP's, Security Patrols) in and around military installations include: mess nights, wedding downs, initiations, after maneuver drills, and other special parties.

30) Describe and support the use of PBTs as an aid for making DWI arrests. The PBT increases the likelihood of arrest of lower BACs than if they were not used (police up until recently, have been arresting obvious drinking drivers). Also indicate that civic groups may purchase this equipment for police as they are expensive items. A campaign 23, (72)

drive could be done with demonstrations, talk show appearances, and the like. Care must be taken to emphasize the value of PBT in the arrest and "what the offender will be subjected to" rather than the cost, the PBT, how it works, or other issues which have little deterrence value. Show that subjectivity is taken out of the arrest by this accurate measuring device. Now the officer is more sure than ever if the driver is over the legal limit. The law is more "cut-'n-dry."

31) Describe and support the use of special vehicles, e.g., BAT Mobile (Breath Alcohol Test Mobile), AIM (alcohol-investigation mobile van), and the mobile test van, at road blocks or for dispatching to the crash or arrest scene. This gives higher visibility to the enforcement program. Also publicize the electronic equipment in PSAs, films, shopping center displays or on TV talk shows. Show how the evidence is gathered and what the offender will be subjected to (rather than cost of equipment or how it works, which has little deterrent value). 2

32) Establish a toll booth enforcement detection system. Many toll booths are serviced by enforcement personnel and there is usually ample space in the area for arrests.

33) Show that a law can be created to make it a crime to be present in a moving vehicle in which the operator is under the influence of alcohol. This law would encourage individual responsibility on the part of passengers. This would not only minimize the danger to themselves and other passengers, but also serve as an intervention technique with the driver.

34) Show the importance of police enforcing the law regarding "after hour" drinking at certain establishments.

35) Show that there are many law enforcement agencies in the state (or county). Some States have hundreds. Public information efforts might include themes like "Beware of the 234." In some California counties, there are thirteen. (Santa Clara County used the theme: "Avoid the Thirteen.")

36) Show that police chiefs are dedicating patrols to making drunk driving arrests.

37) Show that police now operate a special Drunk Driver Booking Facility. This is operated to reduce the amount of time an arresting officer spends processing arrests. This indicates to the public that the officers or dedicated patrol can spend more time on the streets making arrests.

38) Show that after a drunk driving arrest, if the offender is released on his own recognizance or posts bail, someone must be present to pick him up before he is allowed to leave. This and other humiliating aspects of the arrest experience is embarrasing to an offender and serves as a deterrent.

39) Show that police are more aware of alcohol in all types of traffic arrests. There is now a box on all traffic tickets labeled

HBD (Had Been Drinking). The police are taking a second look at borderline drinking drivers in all accidents and arrests, not just the obvious drunks, etc.

NOTE: The checking of the HBD box may prove to be a problem in some states where an officer suspects drinking but does not administer a test and sends the driver on his way. If an accident results, the officer could be held responsible. (In Florida, a patrol officer let a man go and, even though he followed the drunk driver home, he killed someone. The officer was charged.)

40) Show how some states conduct a PBT everytime a stop is made for any moving traffic violation.

41) Demonstrate that control measures by enforcement personnel are warranted and "legitimate" by publicizing the nature and seriousness of the drunk driver problem. By increasing public awareness of countermeasure efforts (arrest, prosecution, conviction, penalties), the deterrent effect is multiplied.

42) Show that many drivers at a .10 BAC do not exhibit many of the standard behavioral detection signs. This means that a part of any PI&E campaign must rely, in part, on a general deterrence theme.

43) Show that police in many States can arrest drunk drivers in parking lots at shopping centers, on access road connections to public highways, on private property, and anywhere the drunk driving of any vehicle is taking place.

44) Show that wearing a seat belt is one defense against a drunk driver. Also, show that if *you* must drink, it is especially important to wear a belt because your chances of having an accident have increased dramatically.

45) "Chances are better than ever that you will get caught—Don't risk it."

46) Show the importance of getting patrol officers to wear safety belts when driving. You would think that they would know the value and consequences of *not* wearing a belt more than any other group in our society ("Buckle up, Buckle up, baby! Buckle up, officers!") If they can't be convinced (especially after seeing crashes every day) who *can* communicators convince?

47) Show that some states have noticed an increase in hit and run accidents due to stiffer laws and penalties. PI&E campaigns might emphasize that "you're asking for double trouble if you leave the scene of a DWI accident."

48) Show that one can be arrested for driving any vehicle drunk on the highways (in some States, it can be anywhere—including private property). Arrests will be made when people drive motorcycles, bicycles (e.g., New Jersey), snowmobiles, tractors and large lawn mowers drunk.

49) Show that with drinking drivers, the law is cut-and-dry. There is less opportunity for "officer discretion" or any level of leniency. Show that just because this is a small community, others will be shown no favoritism when it comes to drunk driving. This includes well-known citizens, "big wheels", government officials, women, professionals, (lawyers, doctors, etc.), civic activists, and the like. Show that officers can lose their job if this policy is violated. Officers must not be lenient with a drunk driver who otherwise appears to be a model citizen. "Now, it's not just poor people who lose their license."

50) Police should make all arrest data (on the public record) available to the public, press, activist groups, and the like. This would serve as a deterrent. This can be done at relatively low costs if the data is computerized.

51) Show that police in the area know how many beds are available in local jails each night and go out and make drunk driving arrests to fill these vacancies.

52) Show that police have made a special effort by hiring off-duty patrol officers to make only drunk driving arrests during the week, (e.g., "overtime enforcement"). Police have dedicated patrols to drunk driving. "This is all these patrol officers do and they mean business." "At one time, we had the lowest enforcement on weekend nights when we had the greatest problem (8 p.m.–2 a.m., Friday and Saturday nights). This is not the case anymore."

53) Show that patrol officers are no longer "lenient on soft drunks" and "death to hard drunks." Arrests are being made at lower BAC levels. Police no longer will "let you walk", drive you home, or simply tell you to "take it easy." "There is no more roadside clemency."

54) Show that while private citizens have started a revolution against drunk driving, drunk driving program personnel now anxiously await similar "rebels" within law enforcement organizations who have had enough of alcohol-related crashes.

55) Show the importance of establishing an enforcement initiative and recognition program. For example, plaques designed for display at each installation to contain the name and photograph of the high DWI producer for each month.

NOTE: It will be necessary to modify activities and leave reports to segregate DWI arrests from other traffic arrests, modify and maintain charts on the local level revealing DWI arrest totals for individuals and work groups as well as totals for each installation (these would then be used in preparing an agency-wide comparison chart).

The purpose of the incentive program is to reward officers for the most arrests during the month. Prizes include: 1) use of unmarked patrol cars (while some perceive an unmarked cruiser as a recognition of accomplishment, some prefer standard-issue cruisers); 2) personal use of an automobile with the fuel paid for by the county/city/State; 3) names on plaques; 4) commendations from supervisors; 5) taken to lunch or dinner by supervisors/commanders; 6) buying food for an entire barracks which did exemplary work; and 7) other "special privileges."

Problems with incentive programs include: 1) why is it necessary to pay extra (reward) for simply carrying out the duties the person was hired to perform (the officer's salary is reward enough, especially since some DWI patrols get time-and-a-half); 2) judges may wonder if all arrests were warranted when this "contest" is in effect ("We're not running a contest here."); 3) incentive programs nullify other intrinsic rewards (salary, getting the drunks off the road and reward of hard work) ("officers should be 'bustin' their asses' all the time"); 4) incentive program rewards should be based partly on conviction rates, not arrest rates; and, 5) what happens after they end?

56) Show that even if you are from out-of-state, unlike other traffic violations which are sometimes overlooked, you will be arrested and sent to jail. "We prosecute out-of-state DWI offenders."

57) Show the number of enforcement "contacts" as part of your general deterrence program. These include those contacts made at sobriety checkpoints, when on visibility patrol, walking into bars for observation purposes, and the like. In addition to arrest and conviction figures, this could have additional deterrence.

58) Show that, in many states, a person can be arrested for drunk driving even when he is not actually driving. Some laws read that if the keys are in the ignition (even with the engine off) and the person in question is behind the wheel and in "physical control" of the vehicle, he can be arrested for DWI. Show that under-aged young adults can be arrested for drinking or for possession of alcoholic beverages. Anyone can be arrested for having an open container in a vehicle. Some states have arrested passengers of drinking drivers.

NOTE: However, some feel that police should be aware of those drivers who *voluntarily* pull off the road and wait for help or fall asleep. These individuals should not be arrested for being in "physical control" under some special provision in the law.

59) Show that police are looking for drunk motorcycle operators (also mopeds and scooters). Show that alcohol will adversely affect the safety and driving ability of the motorcycle operator to a high degree. The capacity for taking evasive action, balancing, etc., is critical when operating a motorcycle, and diminishes dramatically after drinking.

60) Show that police are looking for drunk drivers operating all vehicles—tractors, large lawn mowers, etc. Some laws al-

low for arrests with *any* vehicle (boat, snowmobile, plane), even on *private* property.

61) Show that your local police department considers drunk driving part of their CARE (Combined Accident Reduction Effort).

Alcohol Effects on Driving Messages

1) Identify the damaging physiological effects that alcohol has on vision, reaction time, attitude, alertness, sense of confidence, sensory changes, depth perception, night blindness (glare recovery time is even less when drinking and in some older people) and their "deep muscle sense" (the body's ability to feel changes in direction and speed), restraint, ability to distinguish between signs and signals, ability to process complex reactions simultaneously, loss of critical judgment, defensive driving skills and the subsequent adverse effect on a person's ability to drive. 16, 31

2) Show how specific amounts of ingested alcohol result in given blood alcohol levels. Show how it affects the person's ability to drive (e.g., drinking driver tests). Identify the blood alcohol concentration at which most persons are considered impaired. "Even half drunk drivers are dangerous."

3) Show the relationship between blood alcohol concentration(s), and the probability of a driver becoming involved in a traffic collision, including his/her ability to cope with another drinking driver.

4) Show why it is difficult to predict the exact effect that consuming a given amount of alcohol will have on an individual and his ability to drive.

5) Describe how alcohol abuses the body. (See Appendix 2)

6) Show how individuals can develop an understanding of their own liquor consumption levels relative to blood alcohol measurements.

7) Define and dispel common "myths" about eliminating the effects of alcoholic beverages, e.g., fresh air, hard work, coffee, showers, hours of dancing, home remedies, running, walking around, and even sex. "These so-called remedies will only make a caffeinated, cold, wet, wide-awake, tired, drunk with a smile on his face." "Remember, it's easier to get drunk than it is to get sober." 18, 33, 34, (62)

8) Show that someone who is impaired ("legal but unsafe levels") might be able to drive home safely under *normal* traffic

conditions. However, if an emergency or dangerous traffic condition should arise, the impaired driver probably could not handle it safely. "Accidents seldom happen under *normal* driving conditions."

9) Show that a drunk driver is not only someone who is *totally* out of control, who can barely get in a car, who swerves all over the road, or is so drunk he doesn't even know where he is. Show that even those who do not exhibit these signs could still be driving illegally. Many of these signs do not appear at a .10 BAC.

10) Alcohol affects three areas of the human organism which are absolutely essential for the responsible handling of an automobile: judgment, reflexes, and vision. As judgment deteriorates, a person feels that he/she is more skilled than when sober. He/she therefore is likely to take more chances than usual in passing, speeding and negotiating curves; all of which lead to reckless and risky driving.

11) Coupled with this false sense of security is the driver's loss of acute reaction time. When alcohol is in the brain, a longer time span passes before the voluntary muscles can obey the messages sent by the brain. A blood alcohol concentration of .10 to .20 percent increases reaction time by 10 to 30 percent; in an emergency, even a fraction of a second can make a difference.

12) The other area essential to driving and affected by alcohol (BAC levels of .10 to .20) is vision. The consumption of excessive amounts of alcohol reduces depth perception, or the ability to determine the relative proximity of an object. The field of frontal vision is shortened considerably. The driver loses much of his/her peripheral vision, so important for spotting pedestrians and objects outside the field directly in front. Another common effect is double vision; the neuromuscular ability of the eyes to converge simultaneously is disturbed. Visual acuity, or the sharpness of perception, is also seriously reduced by even moderate amounts of alcohol. The problems of vision are most critical at night where visual acuity is already lessened.

13) Describe alcohol as a drug with powerful pharmacological properties. "Alcohol should not be dispensed without caution or without measuring the dose."

14) Alcohol causes a person to relax and feel euphoric, an "everything is-pleasant-and-the-world-is good" feeling. In itself, this may not be bad, but when the person is driving, it makes dangerous situations seem not so dangerous and causes the driver to think he/she is more capable than he/she really is.

15) Show the effects of alcohol on one's ability to drive when the driver is on medication (cold remedies, tranquilizers, pain killers, sedatives, allergy medicines, sleeping pills, cough syrups, blood pressure medicines). Stress the importance of reading medicine labels, checking with a doctor,

and asking a pharmacist. "If you're on certain medications, even *one* drink can be too much."

16) Show that alcohol has a more adverse effect on the body after drinking in a hot tub.

17) Show that society no longer looks at the drunk as a comic character. "Let's stop laughing. A drunk has a sickness." What is funny about a drunk person behind the wheel—he is a danger to himself and others. Drunk jokes are not as common. "What ever happend to Foster Brooks?"

18) Show that in addition to existing elevated drunk driving statistics, there are a high number of highway crashes where it is impossible to prove that alcohol was *absolutely not* a contributing factor.

19) Show the value and use of Know Your Limits (KYL) cards and/or calculations. Make certain people understand the purpose and limitations of KYL cards.

    Arguments against the use of KYL cards and exceptions to the scales include:

    - The scales do not apply to alcoholics or heavy problem drinkers.
    - The scales are too high for inexperienced drinkers upon whom the effects of alcohol are more pronounced due to low tolerance levels. NOTE: This means it is especially inadviseable to distribute these cards to young adults. Young adults, as a group, have low tolerances. Because of this, some States have considered making .05 the presumptive level for 16-18 year olds.
    - The average levels indicated on the cards do not apply to some older people and some nationalities.
    - They do not factor in all of the variables (mood, if on medication, food intake, mix of the drink or unmeasured drinks, type of drink, e.g., martinis have more liquor than a gin and tonic). Even mini bottles used in some states contain more liquor than a regular drink. Also, the alcohol in a given brand can vary by several points from bottle to bottle. In addition, the alcohol content of foreign beer brands vary considerably from bottle to bottle.
    - Female versus male tolerances are not distinguished. In general, given the same weight, women are more adversely affected by alcohol because of the different distribution of body fluids. Women also stay drunk longer because their body fat composition stores the alcohol and slows its elimination.
    - Smoking or chewing tobacco while drinking affects how one feels and acts.
    - Use of carbonated mixes creates a faster absorption rate.

- It is hard to read some cards because they are too small (especially in dark bar rooms, etc.). Also, it is hard for some people to use the cards (plot on two axes and remember other facts simultaneously). It is suggested that card designs be tested with target audiences before final printing.

- Some feel that the KYL cards imply it is alright to drink and drive (albeit to a certain point). Most cards don't say, "We do not condone drinking and driving." So, the problem remains, how do programs use KYL cards without condoning some drinking and driving. It is suggested that phrases like: "We don't believe that liquor is necessary for having a good time," or "If you must drink, know your limits," or "if you need to drink. . .," or "check if you might have gone over your limit. . .", "We don't approve, but if you must..", "For those who prefer to drink. . . ."

- Levels are considered by many to be too high for motorcyclists and especially scooters and mopeds where balance is even more difficult. In addition, the "stress" factors in operating a motorcycle makes the rider even more susceptible to the negative effects of alcohol.

- Most people do not normally count drinks or think about the number of ounces (or jiggers, etc.) of liquor in a drink. Do most people know that a jigger is an ounce of liquor? Do most people even know how much liquor is in a mini bottle used in some States (1.7oz)? However, KYL cards ask them to factor this and other variables together.

- KYL cards are sometimes perceived as a legal reference or as a way to exonerate arrestees.

- Even under similar conditions, the same amount of alcohol may have a completely different effect on a person from day to day. One's "mood" and "affect" are key factors.

- If the person has not drunk alcoholic beverages for a number of weeks, this can have an effect on tolerance levels and a subsequent effect on one's ability to drive.

- Your own personal limit may be lower than the published limits. One's drinking history and experience are key variables.

- KYL cards do not always warn the user how the effects would vary if the person is on medication (cold remedies, tranquilizers, pain killers, sedatives, allergy medicines, sleeping pills, cough syrups, blood pressure medicines). "When taking medication, even *one* drink can be too much."

- They do not take into account how tired the driver might be or overall general health. For example, a diabetic will get a "sugar fix" type reaction from even a small amount of alcohol and it will appreciably effect psychomotor driving skills.

- Since a given amount of alcohol will affect different people in different ways, many in the legal profession are questioning the reliability of BAC measures as it relates to driving behaviors. BAC cards simplify the issue.

- These cards are not accepted by all countermeasure organizations in the community. For example, alcohol treatment organizations can not condone the use of alcohol at any level and some religous groups prohibit its consumption (such groups could provide some networking capability, and the like).

20) Those in support of the KYL charts say:

- They serve as a general guideline for the majority of social drinkers and serve as a "caution light" to slow down and limit their drinking.

  NOTE: Courts in some States are "requiring" the distribution of the cards so that the public has some definition or guideline of legal/illegal levels. A California court reasoned in January, 1982 that the BAC laws were unconstitutionally vague as there was no "reasonable, ascertainable" way for an individual to know when he has exceeded the 0.10% mark and when his driving would violate the law. The BAC cards may prove to be useful.

- They indicate a more realistic, credible approach to the solution by saying "know your limits" as opposed to making the definitive statement, "don't drink and drive."

- They point to "impairment" as well as "illegal" levels. It points to "*drinking* driver problems" as well as "*drunk* driver problems." (We should refer to programs as our "Drinking Driver Program" to include those driving at "impaired levels." Too often "drunk" usually only connotes illegal levels. In fact, some programs are called the "Intoxicated or Drugged Driver Program" so as to include drugs.) These cards suggest that your program is concerned with the impaired driver as well as the drunk driver.

- KYL cards suggest some *fair* rather than *absolute* rules. Many feel KYL cards say, through inference, "it is all right to drink and drive—just don't drink over your own personal safe limit (see chart) and drive."

  Some effective categories for the three levels on KYL cards might be "possibly influenced", "under the influence", "intoxicated." Some feel it is undesirable to use a "safe" category. It might be good to indicate that there is no operational definition of "drunk" as we are affected differently.

  SUMMARY: In general, most feel that if the purpose of the card is to show what amount a person must drink to reach an "illegal" BAC level, most cards are satisfactory. However, if the purpose of the card is to help a person drive safely, the *cards must list the exceptions to the averages or explicitly state that there are many other individual contributing factors which may influence ones ability to drive.*

21) Show which prescription drugs are likely to interact with alcohol and impair driving skills. Work with State/local pharmacists.

22) Show that while people may be affected differently, there are several danger signs to watch for when you, or another, think a person has had too much to drink and should not drive. Alcohol affects the body in the following order. Keep in mind, though, there is no truly operational definition of impairment (or drunkenness):

1. *Inhibitions*

- Being over friendly
- Bravado
- Loud
- Changing from loud to quiet or vice versa
- Drinking alone
- Annoying other customers

2. *Judgement*

- Complains about strength of drink
- Changing consumption rate
- Ordering doubles
- Argumentative
- Using foul language
- Careless with money
- Buying rounds for strangers or buying for house
- Irrational statements
- Belligerent

3. *Reactions*

- Lighting more than one cigarette at a time
- Unable to light cigarette
- Eyes glassy, lack of eye focus
- Loss of train of thought
- Slurred speech

4. *Coordination*

- Unable to pick up change
- Spilling drink, can't find mouth with glass
- Unable to sit straight on chair or bar stool, swaying, drowsy
- Stumbling, has trouble moving around objects in path, bumps into things
- Falling

23) Show how some drinkers take speed (amphetimines) to allow for a great deal of drinking for a long party or when drinking for several days. This allows the drinker to get up

when the depressant effects of the alcohol set in. Driving after drinking and "popping" speed could be devastating.

24) Remember, "half-drunk drivers are dangerous too."

25) Describe the crash itself: How much damage, impact; how far the car skidded; speed of offender's car, property damage. (See Appendix 3, "When You Crash")

26) Persons who take the driver reaction tests during "drink-ins" sometimes say that while they failed, they still feel that they would be able to drive under "normal driving conditions."

NOTE: Say that accidents generally do not happen under normal conditions. If an emergency does come up suddenly, you may not be able to take evasive action.

27) "We have a great insurance policy which won't cost you any money—one which will help save your life while we're in the process of solving the drunk driving problem—use your safety belt! Please buckle up!"

28) Show that chronic alcoholics tend to have impaired night vision and impaired reaction time or eye recovery rate to oncoming headlights, and in other high contrast situations. This occurs because alcoholics have a known deficiency of Zinc and Vitamin A. "Night blindness" should be shown as a contributing factor in alcohol-related crashes.

29) Why do we drink?

We drink when we're happy
We drink when we're sad

We drink when we lose
We drink when we win

We drink to relax
We drink to get excited

We drink when we get a job
We drink when we lose a job

30) What is alcohol? There are two versions:

Version I:

If, when you say alcohol you mean the devil's brew, the poison scourge, the bloody monster that destroys innocence, dethrones reason, ruins the home, creates misery and poverty, and yes, literally takes the bread from the mouth of little children; If you mean the evil drink that topples the Christian man and woman from the pentacle of gracious living into the bottomless pit of degradation, shame and helplessness; If you mean that drug which is the cause of the death and injury of thousands of our loved ones, then certainly I am against it with all my power.

Version II:

But, if when you say alcohol you mean the oil of conversation, the philosophic wine, the ale that is consumed when good fellows get together, that puts a song in their hearts and laughter on their lips and the warm glow of contentment in their eyes; if you mean Christmas cheer; if you mean the stimulating drink that puts the spring in an old gentleman's step on a frosty morning, then certainly I am in favor of the responsible use of it.

31) By the time you feel drunk, you are probably way over the legal limit. Your attitude, judgement and driving ability are impaired before you feel drunk. You can feel sober and be too drunk to drive.

32) Show that a recent medical study shows that high blood alcohol levels dramatically reduce the chances of recovery from shock trauma and related injuries.

33) Show the importance of everyone understanding their own personal and safe levels. Start a base-line tolerance clinic to help individuals come closer to understanding the effects of alcohol on the ability to drive.

34) Why is it that some people can't go to a sporting event and enjoy it without drinking before, during, and after the game?

35) "The drunk driving road test. . .a failing grade could last a life time."

36) Some heavy drinkers drink and drive so much everyday, under the influence, they appear to drive normally—until, of course, an emergency situation appears.

37) It is known that the body's adrenaline will give some drivers a temporary "sober" during the anxiety of the drunk driving stop. Officers factor this in when making observations.

38) Show that during some studies using alcohol placebos, people enjoyed themselves at parties, "relaxed", "loosend up", and the like. The study indicated that mood is often dictated by a new fresh environment, new faces, lighting, music, being dressed up, good food, standing and walking around, the attention of the hosts, and not necessarily alcoholic drink.

39) Show that most people regularly need to alter their mood, but don't need mood altering drugs (like alcohol).

Community Centered Messages

1) Show the importance of discussing with friends and acquaintances the concept that abusive drinking and driving is deviant, criminal behavior.

2) Show that members of the community must accept some responsibility for alleviating the drinking and driving problem in their area.

3) Show the importance of developing and communicating to the public the grammar, vocabulary and factual understanding of the drunk driving problem, its effects and solutions and actively conveying this to others in the community. Through personal contact and participation in organized campaigns, raise the public understanding that problem drinkers who drive are a menace and should be removed from the highway until their drinking problem is under control.

4) Explain to the community the systems approach to the drinking driver problem. This includes the general and specific deterrence model and the roles of all countermeasure groups, civic groups, activists, the legislatures, and the media. (27), (64), (71)

5) Show that an established drinking driver program is or can be financially self-sufficient. Fines, court costs, "nickle-a-drink" programs, and treatment fees defray the costs of programs. Since this means it is not a burden on the taxpayer, it will ensure the long-term viability and survival of the program so that eventually social norms can be changed.

6) Show how members of the community can learn the visual detection signs exhibited by a drinking driver, e.g., "hugging" the center line, stopping prematurely for a stop light, and the like. (See "Enforcement" for complete list.)

7) Describe some community efforts in your area which have been successful in alleviating the drinking driver problem. 19, (64)

8) Show that our society, while sensitive to the dangers of hazardous toys and the dangers of smoking continues to accept a high number of alcohol-related traffic accidents.

9) Show that the reason drunk driving flourishes in the United States today is because society, we in the communities around the country, tolerate it. Drunk driving is still socially acceptable and even condoned as part of the American "macho" image, or part of the trappings of parties or the courting process. "Drunk driving is no longer a traffic offense—it is a sociological issue of great importance." Society and the courts believe that the typical drunk driver does not fit the image of a "criminal" and, therefore, does not deem it appropriate to invoke serious penalties. Therefore, even

drunks who have killed on the highways frequently get nominal or suspended sentences. Only few convicted drivers get sent to treatment programs.

Too often the drunk driver is regarded as a good but errant Joe rather than a killer on the loose.

While drunken driving is a criminal offense, most people regard it as a "different" sort of crime, not in the same class as ordinary murder or mayhem, committed by people who aren't your ordinary murderers—if there is such a thing.

10) Show the need to create a public demand for reform of the community drinking driver program, (e.g., stricter laws, law enforcement, mandatory treatment programs, etc.). This, "violence, due to drunk driving, is threatening all of us," and "society is demanding in its own way to be kept safe." "Show we do not need to accept the drunk driving problem as the normal price to pay for living in a freedom-loving highly mobile society." Driving while intoxicated is considered the moral equivalent of pointing a loaded gun. Drunk driving is no longer accepted by a blasé public as just another human fraility. The public is beginning to realize that everybody *does not* have the right to drive any way he or she wants. "Mollycoddling remorseless killers is no way to protect society." "Now is not the time for sympathy, now is the time for action."

11) Identify specific ideas for community initiatives, e.g., talk about the problem to your friends or group, "call us, we'll tell you what you can do", join your community activist group, write the community task force, "maintain a calendar of events." Take action within your own personal and social network. Town meetings are a way for members of the community to discuss how to solve the drunk driver problem.

12) Encourage members of the community to employ the democratic process in taking action against the drinking driver problem in the following ways: participate and cooperate with officials and voluntary organizations; ask community leaders to come out as citizens to fight the issue; lobby for new legislation, and demand strict enforcement of existing laws so that offenders cannot plea bargain down to reckless driving or a lesser offense; and ask people to change policies and practices within their own organizations. (64)

NOTE: Show grass roots citizens are becoming more and more skilled as state/community change agents. Communicators should recognize this resource and involve groups where appropriate.

13) Form or encourage participation in citizen activist groups by interested members of the community. "It's a shame that activist group mothers, who have had a tragedy in their lives, have to be the ones to make law makers begin to think about changing laws." 64

14) Show how your community is "outraged" about the drinking driver problem and is demanding action, e.g., "Enough is enough. Californians won't tolerate it anymore." Show the importance of fostering a pervasive public attitude that is intolerant of drinking and driving. (64), 66

15) Continually recap tragic news events of DWI crashes in which there was loss of life or maiming disability. These events are important in arousing and perpetuating the ire of the community. 21, 67

16) Establish that many citizens in the community are looking out for the drinking drivers and will report them to police. Show that there is some "bounty hunting" going on by members of the community who look for and report drunk drivers. Help channel DWI Programs into Community Crime Stoppers and Neighborhood Watch Programs.

17) Describe the work of local civic and private organizations in the area which are doing something about drunk driving. Spotlight individuals in these groups who have done exceptional work.

18) Ask that schools (K-12) include alcohol safety information in the curriculum. Develop education programs. 64

19) Encourage citizens, legislators, and community groups to fight for a higher drinking and/or purchase age. Show how other states have lowered fatalities when the legal age was increased.

20) Ask the public to fight for a pre-license bill that would require, for example, a 3-hour DWI Education Program before applying for a driver's license. In Germany, for example, young adults are required to do extensive studying and testing before being granted a license—about 15 to 20 hours of expensive lessons.

21) Show that some additional money is available for the drunk driving program by raising the liquor taxes in the state. This tax, on the average, has not been substantially raised for years and certainly has not kept up with inflation.

22) Efforts in the community and society as a whole are underway to change societal attitudes and make it less acceptable, socially, to drink and drive. Show that attitudes in the community and society as a whole are changing. The community is outraged and considers drunk driving aberrant behavior. (64)

23) Ask for direct support from individuals as well as organizations. Specifically, show the ways an individual can help ("speak up," write letters to community leaders and legislators stating specific objections, involve their own organizations, contribute time, money, and/or form a political constituency). 19

24) Show that everyone can do something to help their local

drunk driving program. "If you try, something might happen. If you don't try, nothing will happen."

25) "If you drink, it's your problem; if you want to drink heavily, it is still your problem; if you drink and drive, it's our (the community's) problem."

26) If a drunk gets behind a wheel of a car, he violates my constitutional right to live. Show that your drunk driving program is not a crusade against alcohol or drinking. That's a personal decision. But, when anyone gets behind a wheel and endangers lives, then it is our concern.

"Show that we are not out to change the responsible drinking of drivers. But we are out to change the driving habits of irresponsible drinkers." Show that every drinking driver is a "problem drinker" because his drinking has created a "problem"—threatening the lives and safety of our loved ones and infringing on our right to live. The drunk driver should be so stigmatized by societal laws and customs that anyone having had a measurable amount of alcohol in any form should not dare to drive.

Show the ripple effect which occurs when a drunk driving crash happens—on the driver, on the victim, on the victim's family, offender's family, on society (safety and economic costs).

27) What can break through the cycle of failure: if the police can't keep up or don't arrest; the prosecutors don't prosecute; the judges don't convict; and parents don't care? It is a DWI "systems failure." Show that we spend more time and money on the periodic inspection of our cars than we do on the "inspection and certification" of our drivers.

28) Show that liquor is so integrated into our nation's social and economic fabric that until recently, DWI was an almost unthinkable political issue. Now things are different. "Even the liquor lobby is not strong enough to fight this one." Some feel that the drunk driving program will not be able to compete with the beer industry and their high volume advertising, etc. But others feel: 1)They have the advertising dollar but we have the "ground swell"; 2)Soft drinks and diet drinks are now considered major competitors of the beer industry; 3)The liquor industry is helping with some messages on the "responsible use" of alcohol.

29) Show that the public has come to view DWI as a pernicious force in their communities and are demanding stronger countermeasures.

30) Show how some DWI communicators have gone directly to the citizens and asked them what they want various government or private groups to do. For example, ask the local newspaper to print an ad which asks for specific ideas. The data can then be processed to form a "consensus" before being passed on to key change agents. Conduct a town meeting.

31) Show that some courts treat DWI as "socially accepted murder."

32) Encourage people in the community to trust their instincts and to take the initiative in doing something on their own about DWI. Tell community members not to always be inhibited or enamored by "experts."

33) Show how one community group actually wrote a personal letter to virtually all the parents of high school students informing them of the dangers of drinking and driving and urging them to talk with their children and take preventive measures.

34) Show that the general public has yet to be mobilized as a constituency against drunk driving—even though national surveys (from 1973 on) show that more than 80% of Americans believe it is a serious problem in this country.

35) Show that a DWI public information program will not change people; people change people. No program can succeed unless people are made to feel that it is their individual and collective power that will get the job done. "The power of human intervention" is not an empty slogan or an idealistic abstraction. An example of how potent "people power" can be occurred during a severe drought in San Francisco in 1977. Public officials appealed directly to the citizenry to save the city from a disastrous water shortage. The result: water consumption rates dropped so dramatically that the utility considered raising its rates in order not to go broke.

36) Some police and judges who deal with a wide range of violations everyday may feel (or think the public feels) that drunk driving is not as important as other problems. Police and judges may be reluctant to arrest and convict drunk drivers because they expect a hostile reaction, because they wish to avoid spending time in court undergoing cross-examination, because they believe that arresting and prosecuting DWI offenders does little good, believe that imposing severe penalties will cause additional problems for the DWI offender, or that valuable court time can be saved by accepting guilty pleas to reduced charges of impaired driving. Police, judges, and other countermeasure groups are more likely to sustain an intensive law enforcement effort against DWI if they are convinced the community supports this effort.

37) Community members could recommend to the legislature or the court that convicted DWI offenders do community service or community restitution for the offense.

38) Show how the community members can plot out on a map where DWI offenders live to see if there is any pattern or clusters which would warrant community action.

39) Show members of the community that bars and restaurants reflect community values in the way they handle the serving of liquor.

40) Show that drunk driving is no longer just a police problem, it's society's problem. The solution starts at the community level.

41) Show the importance of encouraging businesses and other organizations to provide meeting time for the discussion of drunk driving issues.

42) Promote results of public surveys which indicate a support for countermeasure efforts, new laws, actions by police (e.g., use of road blocks), and the like.

CORPORATION STRATEGIES AND POLICIES

43) Show how employees can enlist the aid of their employer in promoting a community program against drunk driving. Emphasize the benefits to the employer in the areas of employee morale, diminished alcohol-related absenteeism, and increased productivity. For a company that already provides an assistance program for its employees, urge that a referral system to appropriate medical services for employees with drinking problems be instituted. Identify the cost-effectiveness of such a program; i.e., if an employee can be rehabilitated, the company will not lose the substantial investment it has made in training that individual over the years nor will it incur the expenses of training a new employee. Moreover, employee morale will be enhanced when other employees see that the company "cares" for them as individuals. Companies should be urged to take special care when arranging company functions, e.g., holiday parties and picnics, where alcoholic beverages will be served in order to ensure the well being of their employees. If the company they work for has not yet taken a position on drunk driving, urge them to do so, argue the merits of the program, set a good example through their own behavior, urge special training and exercise greater care for the well being of the employees when arranging functions where alcoholic beverages are served. If the company has an employee assistance program, help encourage the development of a system for referring problem drinkers to appropriate medical services. Corporations should sponsor a Student Assistance Program in the schools or community. Some corporations have an OAP (Occupational Assistance Program). Remember, companies welcome ideas for improving company morale, alcohol-related absenteeism and diminished productivity.

44) Show how local corporations in the community can help. They should be asked to establish written standards and policies about alcoholism and drinking and driving. Assure corporations that this action will have an effect on the attitudes and behavior patterns of their employees, not only during working hours but off the job as well. And, since top management executives hold positions of respect in the community, the public-at-large looks to them for both leadership and guidance. Their attitudes toward drunk driving also must be clearly and unambiguously communicated to the people who work for them. The employees must know

exactly where the company stands, how deeply the corporation is concerned about the problem and what the company proposes to do about it. If the employees know that the corporate leadership is interested directly in being a good neighbor in the community, the employees are more likely to participate in service-oriented activities during off-duty hours. Further, this policy and a letter of commitment should be sent to the political leadership of the county or state urging cooperation and law reforms.

45) Show the community that local corporations are also communicating their feelings through conversations with employees, bringing the subject up at staff meetings, distributing or posting printed notices or distributing a memorandum directly to staff.

Any company policy will be even more effective if it is accompanied by a note expressing personal commitment to a program of preventive action. It might also be useful to review the company's insurance policy with regard to drinking and driving accidents. The person in charge of insurance should be involved here.

BAR AND RESTAURANT STRATEGIES AND POLICIES

46) Show businesses and companies specific steps they can take to bring the problem of dangerous driving under control.

- When alcoholic beverages are selling at reduced prices, businesses should also make non-alcoholic beverages available at reduced rates. During these times, such as "happy hour", snacks and food should be available to lessen the effects of alcohol and to emphasize the social gathering of people, not just the consumption and sale of alcoholic beverages, — at least unsalted popcorn or other "nibbles" should be provided.

- The community program asks local businesses to stop "last calls", stacking drinks, and other countdown techniques designed to promote the last-minute consumption of alcoholic beverages before customers begin to drive home.

- Bars and restaurants should offer a wide range of mixed non-alcoholic drinks.

  These mixed drinks are classified as "drinks for drivers", "Ones for the Road", NAD (non-alcoholic drinks), ANA drinks (attractive non alcoholic drinks), "NAP parties" (non-alcoholic parties), and the like (champagne, beer, and liquor "look-a-likes" are not considered appropriate). These are drinks with "zip" without the "zap." These should be attractive, fun, colorful, tasty drinks in tune with the event and season. A host/hostess who makes a fuss over the de-alcoholized wine or catawba cocktail symbolizes the needed comfort zone for non-drinking guests. There are many sourcebooks for recipes, including: *The Non-Drinkers Drink Book, A Guide to Mixing Non-Alcoholic Drinks*, by Gail Schioler and *A Toast to Sober Spirits and Joyous Juices*, by Jan Blexrud.

This would entail the acquiring of recipes, bartender training, the purchase of supplies and non-alcoholic equipment, mixes and paraphernalia, and ways to promote these non-alcoholic drinks (e.g., menus, table tents, marketing messages, signs, etc.).

NOTE: Communicators should always be quick to mention that the selling of non-alcoholic drinks will not cut into profits because: 1) non-alcoholic drinks should attract more non-drinkers who would normally not frequent bars; 2) non-alcoholic mixed drinks will be priced close to alcoholic drinks; and 3) profit on each mixed non-alcoholic drink should be higher because it costs the establishment less to make.

NOTE: Show businesses that other anti-drunk driving policies need not affect profits. Bars and restaurants should contain design and management elements which would attract a more heterogeneous or larger group which would consume X amount of liquor as opposed to a more homogeneous or small group which would drink the same amount of liquor, but, individually, to more dangerous levels. That is, begin to attract more light drinkers as opposed to fewer heavy drinkers while still keeping sales and profit margins at the same level. "Remember, the light social drinker is your best customer."

- Businesses should require bartenders to use the correct amount of liquor in drinks and not serve "doubles." At least "measured pourers" should be used on liquor bottles. Sizes include 1, 1½, 2 ozs. Automatic drink machines are always accurate.

- Businesses should separate the price of admission or food from the cost of alcoholic beverages. Under no circumstances are slow drinkers or non-drinkers to be forced to share in the cost of alcoholic beverages. No minimum for drinks should even be required.

- Businesses, bars, and restaurants should not permit contests which involve the consumption of alcohol.

- Businesses should exercise special attention and creativity in developing and promoting non-alcoholic beverages and food (menus, table tent displays, signs, etc.) on balance with the promotion of liquor, wine, and beer.

- Restaurants (and bars) should make water available. Sparkling water should be available.

- When food is not available with alcoholic beverages, businesses should provide amusement machines, recreational facilities, special activities, and other diversions which may offer alternatives to alcohol consumption. No business, social gathering, reception or party should center solely around the bar or around cocktail lounge activities. Provide accessible places for games such as bridge, backgammon, etc., and guests should be encouraged to participate in such activities. Many a guest has gotten drunk at a party because there was nothing else to do but drink.

- One restaurant owner raised the drinking age to 21 in his establishment during the holidays even though the State drinking age was 19.

- Businesses should have a policy that does not condone enticing people to drink through peer pressure, forcing drinks on people, automatically pouring or bringing a drink to patrons/guests, or even directly asking if they would like another.

- Businesses should not condone the practice of enforcing outmoded local customs (e.g., any individual making three strikes in a row has to buy a round for all present).

- Businesses should consider letting police place breath-testing equipment in bars for use by patrons in learning about their own drinking limits. These demonstrations have been conducted in several college campus pubs with resulting high levels of patron interest and educational potential (There have been some reported problems of misuse, contests to reach a certain BAC level, etc.).

- Businesses should support police if they select to set up a drunk driving road block (or sobriety check-point) nearby to arrest drunk drivers. Show that police are conducting "mini road blocks" outside of stores, bars, and restaurants looking for drunk drivers. This is especially true when complaints of under-aged drinking and drunk driving have been received. Businesses should consider the overall safety and well being of the general public to be greater than any small, temporary adverse affect on their operation. In addition, show that police will solicit cooperation from the business establishment in this effort to diffuse any seemingly arbitrary harassment of customers.

- Businesses should be encouraged to conduct a drinking driver public information program. Level of campaign involvement could include: 1) the development of a corporate policy regarding drunk driving, responsible use of alcohol at corporate receptions, etc.; 2) the development of a campaign for employees, clients, and others in their marketing mix (retailers, wholesalers, etc.); 3) helping local campaigns with the lending of an executive for planning, providing a meeting place or focal point for community activity, participation in a community speakers bureau, and the like; 4) the tagging of company paid commercials with drunk driving messages; and 5) the financing of a community-wide drunk driving campaign. Show corporations that the community has had an impact on the economic health of the company. Wouldn't it be nice if they would give something back and assist with this social problem at the same time.

- Work with labor unions to prevent giving the worker compensation pay if he is spending time in jail for drunk driving.

- Let your city, state and county elected officials know about corporate policies and activities. Encourage corporations to voice their opinion on laws, raising the drinking age, etc. Elected officials will listen as corporations are a real force and financial base in the community and state.

CORPORATE AND PRIVATE PARTY PLANNING GUIDE

- A management level person or a person in a household should be charged with the responsibility of overseeing any function where alcohol is served. "A spirit of responsibility."

- Food should be served with drinks:

  —If possible, begin serving food before alcoholic drinks are served. This guarantees for those guests who come to a party on an "empty stomach," a reprise from intoxication which would otherwise occur more easily after drinking without eating.

  —Serve adequate quantities, fresh, nutritious, attractively arranged and visible food.

  —Serve some low caloric foods to encourage the dieting drinkers to eat.

  —Serve protein-oriented items and rich, starch foods because they stay in the stomach longer and delay the absorption of alcohol into the bloodstream, such as cheese, raw vegetables with dip, seafood, deviled or hard-boiled eggs, spareribs and pizza. The serving of salty snacks, greasy foods and sweets should be minimized as they tend to make people thirsty.

  —Bring out food in waves to encourage frequent return trips back to the table.

  —Walk food around the room. Have servers talk about special items to encourage consumption.

  —Serve unique and interesting foods. "Up-grade" the quality of food whenever possible.

- Provide alternate activities to drinking as the center of attention and attraction by having settings conducive to talking, relaxing, socializing and have adequate lighting and space.

- Encourage the scheduling of gatherings at lunchtime or in the early afternoons. This would lower the possibility of drinking and driving.

- If guests are charged a fee, separate the price of admission or food from the cost of drinks; do not force slow and non-drinkers to share the cost of alcoholic beverages.

- Serve drinks only upon request (there is no need to be always "topping" glasses).

- Always have non-alcoholic beverages and non-alcoholic mixed drinks available. These mixed drinks are classified as "drinks for drivers", "ones for the road," NAD (Non-alcoholic drinks), ANA drinks (Attractive Non-alcoholic Drinks), "NAP Parties" (non-alcoholic parties), and the like (champagne, beer and liquor "look-a-likes" are not considered appropriate). These are drinks with "zip" without the "zap." These should be attractive, fun, colorful, tasty drinks in tune with the event and season. A host/hostess who makes a fuss over the de-alcoholized wine or catawba cocktail symbolizes the needed comfort zone for non-drinking guests. There are many sourcebooks for recipes, including: *The Non-Drinkers Drink Book, A Guide to Mixing Non-Alcoholic Drinks,* by Gail Schioler and *A toast to Sober Spirits and Joyous Juices,* by Jan Blexrud. Consider serving punch or "spiked punch" as the only alcoholic beverage. Also, when serving punch, use a non-carbonated mixer to slow further the absorption of alcohol.

- Have bartender/host adhere to strict serving guidelines:

  —Measure correct amounts of liquor in drinks. Have several jiggers available if guests must mix their own (but discourage this practice if possible).

  —Serve normal (1 oz.) portions.

  —Use properly sized or smaller glasses.

  —Guests should not be permitted to mix their own drinks.

  —Do not serve individuals who appear to be intoxicated or impaired or minors.

  —Provide an array of attractive beverages which are equally appealing and accessible to guests who choose not to drink alcoholic beverages as well as to those who choose to imbibe.

  —Serve "surprise" non-alcoholic mixed drinks where guests are not told. (e.g., a "virgin pina colada")

  —Verbally offer non-alcoholic beverages, e.g. "Hello, we have alcoholic and non-alcoholic drinks tonight. These include. . . ." Post a sign "non-alcoholic drinks available."

For example, some low alcoholic drinks are so low that many states allow the sale of these beverages to any age group. Brands include Giovanni(.05%), Fioro-italia, dealcoholized Italian wine (.05%). Non-alcoholic beers are also available. Actually, they do contain some alcohol, but only 1/2 percent. Some current brands include: Moussy, a Swiss import by Cardinal of Fribourg, also the makers of Cardinal beer. It is distributed in 40 states by New York-based White Rock; Texas Select, produced by Dallas distributor Richland Beverage Co., was developed six years ago for export to Middle Eastern countries that ban alcohol. It's now being test-marketed in Texas, with national distribution planned soon; Birell, brewed by Schmidt's in Philadelphia under the supervision of Brauerel A. Hurlimann of Zurich, hit the market in 1981; Matbrau, made by Metropolis Brewery of Trenton, N.J., has been around since the early 1950.

- Have ice water and sparkling water available

- Avoid any grand display of alcoholic beverage bottles and containers. Store them in a bar or keep them in one centralized area out of direct sight of the guests. Some guests see bottles sitting on a table as an open invitation for a refill or as a sign of "irresponsible or ungracious" hostessing.

- Part of gracious and responsible hostessing is to keep drinking areas clean, picked up, free of empty glasses or cans. A tidy area indicates a high standard of party-giving and may reflect a more responsible use of alcohol.

- Design your gathering to be a dress-up affair. It might be concluded that people drink more "properly" and "responsibly" at the same time reflecting a more responsible use of alcohol by the host/hostess.

- Hosts should try to exclude persons who consistantly drink too much.

- Show that when liquor is served in the home, hosts or other family members should mix, and dispense drinks to guests to avoid third party liability problems if an accident should occur. This way the host would know how many drinks were served, the amount of liquor in each drink, and what heavy drinkers to watch so that proper safety or intervention measures can be taken.

- Businesses should stop the operation of open bars. Even at a reception, a free ticket system staffed by a company executive could be the monitor to help spot those who might over-drink.

- Shorten the hours of the party or establish a time limit on events where alcohol is served.

- Close the bar at least an hour before the end of the event and have non-alcoholic beverages, i.e., coffee, tea, soft drinks, and dessert available at that time. While coffee and desserts will not sober up an intoxicated person, it will reduce to some extent the effects of the alcohol and allow time to plan for safe travel.

- No contract should be made with a caterer that would require a minimum amount of liquor or pay a bartender or hotel a percentage of sales which might encourage excessive drinking.

- Business organizations must realize that any policies which are overly restrictive or not effectively applied are counter-productive and only contribute to the stigma and distrust of the community alcohol and drinking driver program.

- Businesses should make alcohol and drinking driver issues part of the employee orientation program or the company's employee manual. They should become friendly advocates for safe driving policies after a reception or after drinking at any time. Special orientation or training should be given to those handling alcoholic beverages, organizing parties, or doing corporate conference planning and logistics.

- Businesses should develop a policy with those health agencies responsible for routine health care delivery to make certain they are alert to signs of alcohol problems and to make referrals when appropriate.

- When receptions are in order, consider an afternoon buffet dinner or programs promoting entertainment instead of the typical "happy hour" function.

- Companies should assist those individuals with alcohol problems with finding education or treatment programs. Companies should realize that this is a delicate matter which requires expert handling. Steps should be taken that would minimize fears that may interfere with the process, guarantee that information and subsequent actions will remain confidential, allay fears of reprisal, and show this assistance will help the individual's career, not ruin it.

- Dispell the notion that a good party is simply how well the liquor flows or that it is dependent on high levels of alcohol consumption. "You don't have to have a blow-out to have a good party. In fact, you don't always have to have liquor to have a good time." "Alcohol is not the be-all or end-all of a gathering."

- Require caterers to be insured and bonded for third party liability issues. Write in the contract that minors should not be served alcoholic beverages. This is all particularly important when the function takes place in unlicensed halls.

- Businesses should realize that some courts call the offender's employer to see if there is an Employee Assistance Program (EAP) or Occupational Assistance Program (OAP) which can assist in getting the employee into a diversionary program.

- Show that civic and countermeasure organizations should use drunk driving stories in their internal corporate communications, newslettters, videotape series, annual reports, and the like. This would include:

  —News stories from their organizations around the area/state.

  —"Our Town Your Town" segment which allows for more in-depth coverage of innovative programs in specific locations (e.g., how one city conducted their road blocks).

  —"Wide Angle" looks at one pressing issue from the perspective of all organizations within the area.

  —"Executive Forum" is a perspective on air from a single executive (e.g., Chief of Police, Prosecutor, etc., and his recommendation or activity).

  —"Volunteer Forum" is a segment reserved for volunteers, civic and activist group activities.

  —"Profile" is a segment designed to spotlight individuals who have been recognized for exemplary work (e.g., a patrol officer who made the most drunk driving arrest this month).

- Labor unions should be prohibited from paying any compensation to a person who refuses to take a chemical test and is suspended from work because he has to serve jail time.

47) Show that it is not the objective of the company's drinking driver program to interfere with private drinking habits. The program is not designed to eclipse the right of each person to exercise their own responsibility and judgment in the use and consumption of alcohol or drinking habits that do not severely affect their physical or mental health, their ability to carry out their duties at their work place, or any adverse public behavior that would be detrimental to their well being and the company.

48) Describe how businesses can refer workers with alcohol problems to treatment or occupational rehabilitation programs. Describe how the referral is prompted: 1) The worker may be involved in an alcohol-related incident such as driving the company truck while intoxicated, being stopped by the police, and, after problem identification, subsequent entry into the program; 2) The worker may be referred in the course of routine health care delivery; 3) The worker may be referred by his supervisor based on deteriorating job performance, frequent errors in judgment, excessive tardi-

ness or absenteeism; and 4) The worker may identify the problem and seek treatment. Here the problem is identified before it becomes a matter of official attention.

49) One reason occupational assistance alcoholism treatment programs have such a high rate of success is that both the employer, a significant other, and the employee himself have a high stake in the employee's behavior change. The employer doesn't want to lose a productive employee and the employee doesn't want to lose a job. The same high stakes apply in drinking and driving issues.

50) Show businesses that the practice of arbitrarily discharging diagnosed alcoholics and replacing them with new personnel is over two times more costly than the alcohol rehabilitation initiative.

51) Show businesses the importance of having a "cab reimbursement policy" (e.g., LIFT, Leave in a Free Taxi). If anyone is drunk at a company reception, a company employee is to call and pay for a cab. This will be reimbursed by the company. Emphasize that one need not fear reprisal. There will be no questions. No record of names, money paid, etc., will be made of the incident. One chief executive officer hands out "free cab ride cards" to each new employee during their orientation program. His approach includes relating drinking and driving to the "caring atmosphere" and the "quality of life" practices in the organization.

52) Show businesses that once internal corporate policies are in place, they should communicate this to their political leadership and also support tougher legislation.

53) Show that under Dram Shop Laws, there have been some cases where bars and restaurants have been held responsible for alcohol-related highway crashes. For example, the Massachusetts Supreme Judicial Court says an establishment can be liable for serving too much booze to a customer. "In this State, we not only arrest drinking drivers, we arrest bartenders too." "Bartending is more than just mixing drinks."

In 1982, it upheld a $50,000 verdict against a Milford tavern that served "six or more" white russians to a customer who was "obviously intoxicated." That customer later drove off the road killing nine-year-old John Cimino.

Show that the three levels of bartender/waiter interventions are: 1) asking politely for the designated driver at the table before drinking starts; 2) carding drinkers; 3) not serving intoxicated customers; 4) physically stopping a person who has drunk too much and getting him a ride home, calling a cab, etc; and 5) if all else fails and the person leaves, call the police or REDDI program.

Waiters should always ask when taking drink orders, "who's the dry driver." The advantages are: 1) it gets the conversation going about drunk driving; 2) it may actually get someone assigned to the task; 3) it shows a "responsible" and caring attitude by the establishment; and 4) it may "indemnify" the establishment if an accident did happen as "due care" was taken.

Show businesses that it is the moderate drinker who is the best customer. There really is no need to take the chance in serving heavy drinkers.

Arguments against Dram Shop Laws include the following comments from bar, convenience store and liquor store owners. Communicators should know these arguments and be prepared to deal with them.

- "The Dram Shop Law is a rip-off of bars by lawyers and insurance companies. A person could drink anywhere, cause an accident and the bar would be sued. Put the responsibility back on the individual."
- "Public acceptance of drinking makes the bartenders job more difficult."
- "There are already too many attempts to place the responsibility on the vendor. It's *my* judgement as the buyer where responsibility *should* be . . . their incentive is to sell liquor or they'll go out of business. Any program to change the vendor's incentive won't work. However, the vendor *can* provide an alternative way of getting people home! Then his profit is not threatened."
- "Dram Shop Law is a cop-out. It puts all the responsibility on the wrong people. We're an off-sale store. Why should we be as responsibile as on-sale. We can't control what people do when they leave here."
- "As an alternative, try something like the TIP Program (Turn In Poachers). Bartenders could tip off law enforcement, or call the REDDI program, but not require bartenders to come in and press charges."
- "Bartenders often have no time to pay attention to the customers. The burden is often put on the waitresses to determine if the customer is too drunk. The dangerous period is before the customer is falling down drunk (it is hard to know if they can drive)." People have different tolerances for alcohol. The amount they have had to drink is not always the issue. Sometimes its pretty difficult among those who've built up a tolerance."
- Bartenders don't want to start an argument.
- Bartenders sometimes have their own drinking problem which could influence his effectiveness in implementing this program.

As a hedge against liability, one establishment who had a computerized function to the cash register, put time indicies on bar checks to record specific times drinks were consumed.

54) Show businesses which serve liquor that a simple sign may help save lives (e.g., "We want you to enjoy yourself, but we also want you to come back.").

55) Encourage your community to establish a free cab system [Dial-A-Ride, Cab Hot Line, Care Cab, Drive-A-Teen Emergency Service, Student Organization For Alcohol Awareness, Corporate Cab Reimbursement, Sober Ride, If-You-Need-A-Ride program, LIFT (leave in a free taxi), CARS (catch a ride safely), "Dollar-A-Ride-Program", "Take-A-Cab-On-Us," "________________ Hotline," (telephone hotline)] during critical times of the year. You might get a club, hospital, or organization to sponsor it. Buses are sometimes used at military sites. One cab company was able to dispatch two people to pick up intoxicated individuals so one could drive the person's car home. A State (800) number could be used.

Operation policies include:

- Establish the hours and radius of operation.
- Cooperative arrangements or connecting rides can be made with other cab companies and services outside of the radius of operation.
- Seat belts must be worn.
- Anonymity is promised.
- Caller only needs to give first name, last initial, current location and destination.
- Cars are only permitted to take the person home (not to another place of drinking).
- Reservations can be accepted for later in the evening, e.g., on New Year's Eve.
- Cabs will accept passengers of drunk drivers.
- Some programs use cars of private citizens operated by students and parents (who drive).

  —One program had teams of two people—one to drive the person's car home. Some programs used Parent-Student teams.

  —When students are used, some training is required.

  —Students use their own cars and are reimbursed for gasoline by the sponsoring organization.

  —One advantage of the youth/ parent Drive-A-Teen program is that it provides cross-age education opportunities for the youth in the area.

NOTE: Some feel there are disadvantages in the promotion and operation of *school* or *community* "safe rides" programs for young adults. These include:

- Messages promoting the program often equate having a good time with the act of drinking (perhaps to excess). For example, "We want you to have a good time, but we want you home safe."
- In States with 21-year-old drinking laws, the program condones breaking the law. There should be no such program for underaged drinkers.
- The program encourages the deception of parents regarding their child's drinking by promising confidentiality. Parental guidance and responsibility is abrogated.
- The program policy of confidentiality does not permit the reporting of parties or incidents where drugs and/or use of alcohol by minors is taking place. Here the school sponsoring the program could be an "accessory" to a criminal act.
- The program has no clear policy for handling unmanageable drunks. One program policy is to warn the drunk (how does one "warn" a drunk?) three times to behave and, if that fails, the driver stops the car and puts the passenger out—anywhere. If the drunk should then fall down on the road and get run over, who will the court say is responsible?

NOTE: Safe Rides programs are not designed for only drinkers. Passengers of drinking drivers are also encouraged to call ("don't be drunk drivin' ").

One incentive for the dial-a-ride system is to develop a *subsidized* system with a bar or restaurant to get drinkers home for half the usual cost (tip is also included). The cost could be split between the patron and the bar/restaurant establishment, the cab company or a sponsoring organization. A coupon book could be developed which would facilitate this system as well as provide a direct message to the drinker. This coupon book could be provided to liquor establishments by the sponsoring organization. The sponsor's name would appear on each coupon.

NOTE: Many feel that the patron must pay part of the fare and not completely subsidize the trip home, e.g., "Dollar-A-Ride" program.

Show that bars and restaurants need to consider these ideas carefully with the dram shop laws just around the corner. Say, "You wouldn't want to be a test case, would you?"

56) Encourage the reporting of drunk drivers by citizens, React

Groups, CB and ham radio operators. The REDDI program should state clearly that there is now citizen involvement in detecting the drinking driver—a lot of others in the community are watching. Messages should focus on "us" and "what we're doing" instead of a distant "they." Show "you would report a burgler breaking into your neighbor's house—why not report a drunk driver?" There is a hotline in many states to turn in poachers during hunting off-season—why not one for drinking drivers?

Show how you can call police or radio to your base station with: a description of the driver's vehicle; license number; location; and direction the vehicle is traveling. Show that police monitor Channel 9 (the emergency channel).

Program or group names include local CB or ham radio operators' organization, React Groups, the local chapter of REDDI (Report Every Drunk Driver Immediately), TIP (Turn in Poachers), TIDE (Turn in Drunk Driving Everyone), RAID (Report All Intoxicated Drivers) "DWI Hunter program", "Be REDDI" program, "Report-a-Drunk" program, "Call in a Drunk" program, the "Extra Eyes" program, DIRS (Driver Impaired Reporting System), RAPID (Report a Problem Intoxicated Driver), RADD (Report All Drinking Drivers), etc.

It is important for communicators to tie in their REDDI program to other specific activities and groups; 1) bartenders/waiters, etc. who want drunks off the road but don't want to get involved. Here the reporting of a drunk driver may help to indemnify an establishment if a crash occurred; 2) hosts in the home can call the REDDI program if a guest refuses a ride home as a way of "indemnifying" the host if something should occur; 3) defensive driving programs. The public needs to know how to recognize drinking drivers on the road; 4) show that some individuals are reporting to authorities, members of their own family who drink and drive. These individuals could be encouraged to call the police directly or call the Protective Service Unit of the Department of Social Services. Show that there are laws under the Civic Order of Protection which cover anyone in the household where abuse has taken place, or where a family member has been placed in clear and present danger; 5) show that citizens should read the names of drunk drivers listed in the newspaper and report them if they are seen drunk; 6) tie into the local tow truck drivers who often monitor emergency channels: and, 7) the Neighborhood Watch program.

Show the public that any overzealous action or impatience may lead to unwarranted vigilantism. This is not desirable. Show the need for establishing (and communicating to the public) procedures for reporting drunk drivers:

- Caller need not identify themselves.
- When you see a possible drunk driver, seconds count. Always carry a pad and pencil on the dash of your car.

- If you have a passenger with you, for safety, have the passenger do the writing. Do not attempt to get a driver's description if you find it difficult to get along side of the car. License number, make, color, location, and direction of travel are the most important.

- Do not attempt to stop the vehicle.

- Do not attempt to follow if the vehicle exceeds the posted speed limit or if any other hazard may exist due to following the vehicle.

- Do not disregard any traffic control signals in an attempt to keep the drunk driver in view.

- Do not follow the drunk driver too closely, as he may stop suddenly.

- Do not get so engrossed in following the drunk driver that you begin weaving on the road with the drunk driver.

- Do not attempt to detain the drunk driver if he should stop.

- If using a Citizens Band Radio, do not argue with other persons on the channel, or interfere with another person while they are reporting an emergency.

- Do not request other CBers to respond to the area once the police have been notified.

- Do not attempt to act in the capacity of a police, fire, or medical person, unless you are properly trained and authorized to perform that function.

- Do not attempt to assist any law enforcement officer while he is apprehending a drunk driver unless requested.

- Do not do anything about a crash that you have not witnessed. There are too many chances for an error in relaying information given to you by others.

Show the value of a statewide toll-free number to report drunk drivers similar to the REDDI program (Report Every Drunk Driver Immediately). It is too early to tell if many actual apprehensions will be made from this system. However, the likelihood of apprehension would be a deterrent to many. Some States report that it is important to have a local/community call system as opposed to a State-wide number.

57) Citizens should encourage their city council to provide incentives to bars, stores, restaurants, and liquor stores to help with the drunk driving problem. Many feel that "supply-side" countermeasure efforts can be effective. Action steps would include:

- City councils should mandate that liquor stores and grocery stores post signs in conspicuous places that show the relationships among number of drinks, body weight, blood alcohol levels, and potential for driving accidents. Posting KYL charts about "signs and symptoms of alcoholism" and where one may obtain local help.

- City councils should orchestrate public discussions during the time of new liquor license approval and renewal. This should maximize community impact on tolerance limits to problems raised by having bars as part of the community.
- Require liquor stores to display and sell non-alcoholic drinks and paraphernalia as well as lists of wine and food combinations.
- Regulate the hours of liquor establishments. Some communities report a noticeable drop in alcohol-related crashes. Also, prohibit bars form opening up at 5am the opening day of hunting season.
- Impose a Cinderella License as a way of reducing alcohol-related crashes. Here, 16 and 17 year olds are given restrictions or a conditional license. Young adults are limited in the following ways: 1) they are under a curfew and cannot drive at night or during early morning hours; 2) they are permitted to drive to work, evening classes or church events, etc.; and 3) they may drive with a parent or a licensed driver over 21 years old during these hours. If these rules are violated, they may not get a regular license until they are 18 years of age.
- Prohibit drive-up beer and liquor establishments. The State of Louisiana permits the selling of mixed drinks from a drive-in window. The "sealed container" is a plastic cup, plastic lid, and one piece of masking tape over the top. Of course, one is given a straw to poke through the hole in the top.
- Allow anonymous calls from bartenders and waitresses who report drunk drivers to the police or the local REDDI program. This way bar personnel do not have to get directly involved.
- Prohibit any local advertising by the liquor industry in bars and restaurants, such as clocks, lights, indoor signs, and especially liquor industry sponsored outdoor signs.
- Prohibit the use of beer dispensors in the community. Work with military installations to prohibit them on base.
- Prohibit the advertising of beer and liquor brand names and prices in establishment windows so they cannot be seen from the street.
- City councils should require bars to make available and promote a certain number of non-alcoholic drinks, serving free food during happy hours, limiting five drinks per

customer, requiring alcoholism and drunk driving training to bartenders and serving staff, and the like. Promote these drinks as "Drinks for Drivers" These non-alcoholic drinks (not too sweet, not to tart, attractive, tasty) are made available at parties, bars, restaurants, receptions, etc.

- City councils should require that certain percentages of food be served with alcoholic beverages. There could be a law to require bars to always make at least fresh, unsalted pop corn available at all times, or at least when the restaurant is not open.

- City councils should provide incentives through license fees to tighten up on sale of liquor to minors. Convenience stores and supermarkets are some of the worst offenders.

- One city council required bars to install PBTs.

- Ask for increased attention and enforcement of purchase and drinking age laws, especially in grocery and convenience stores where, enforcement is particularly lax. Bars could be required to "card" anyone under 30 years of age. "It's a good safeguard and people are flattered."

- Control the number of bars in the community.

- Show that bars, because of the emerging dram shop laws, are considering using patron names and time indicators on bar bills to show what drinks were consumed at what time intervals or simply to indicate when the patron/s arrived and left to establish a record of drinks per time period.

- City Councils can require bars to use "measured pourers" on liquor bottles so that drinks are more apt to be measured. They are available in 1, 1½, and 2 oz. sizes.

- Ask the City Council to mandate that all Class A (retail, convenience, fast food stores), Class B (bars, taverns, restaurants), and Operators (bartenders) licensees must successfully complete a 12-hour Bartender Alcohol Awareness Program. e.g., TRIP (Training Related to Intoxicated Drivers). The 12-hour program might focus specifically upon City Liquor Ordinances, local Police Department enforcement policies, applicable State/City statutes and court decisions, alcohol attitude exercises, calculation of blood alcohol levels, State drunk driving laws, alcoholism and treatment, the responsible marketing of alcoholic and non-alcoholic drink mixology and low/non-alcoholic products.

- Ask the City Council to raise liquor taxes to help finance drunk driving countermeasure efforts. If the alcoholic beverage industry is over a $20 billion a year industry that causes over $24 billion in alcohol-related crashes a year, why hasn't the industry received a federal tax increase in the past thirty years to help pay for the damages? If we spend $ Billions a year for damages that are alcohol-related, why is California only changing, for example, one cent a gallon luxury tax on wine? Some States have tried charging bar patrons a "nickel-a-drink" tax (or "Tippler Tax") on drinks to help finance the DWI program.

NOTE: Some feel that the alcohol beverage taxes at the Federal level should be increased $2 per gallon for any alcoholic beverage with a 24% and up alcohol content and $1 per gallon for any alcoholic beverage with a content below 24%.

- Ask the City Council to require that beer kegs purchased for parties be registered public information materials, be disseminated.

- Encourage the establishment of advertising policies. Liquor advertising directives might include:

—have regard at all times to the need for discouraging abusive drinking patterns and encouraging the legal, moderate and safe consumption of alcohol beverages.

—not use any person or group whose exposure, fame or prestige is a result of activities, work, or endeavors outside the production of beer, wine or liquor.

—not imply, directly or indirectly, that social acceptance, personal success, business or athletic achievement may be acquired or result from the use of the product being advertised.

—must not suggest that workers or participants in sports, recreation and craft or hobbies involving care and skill or elements of physical danger should consume beer or a particular brand of beer before or while engaging in such activities.

—refrain from any aspect of any activity which calls for a high degree of skill if imitation by the unskilled or underage viewer could be considered dangerous.

—not associate brands or consumption with the driving of a motor vehicle nor allow either stationary or moving vehicles in actual consumption scenes.

—not use pictures of minors or persons who reasonably could be considered minors.

—not advertise in publications for which half or more of the total circulation is, or is likely to be, under the age of majority.

—shall not broadcast commercials during periods when half or more of the audience is, or is likely to be, under the age of majority.

—restrict the number and size of alcohol advertisements in newspapers, magazines, public transportation vehicles, subways, airports, railway stations, transit vehicles and radio and television stations.

58) Do a cost breakdown of societal costs of one drunk driving accident in your community (wages lost, health insurance, property damage, police time/costs, medical, rehabilitation costs for victims and offenders, etc.). Do a cost breakdown of what one driver, perhaps with several prior offenses, has cost your community. Compare these figures to other societal costs of the programs in your area and rank them. Now you can say "Drinking drivers are not only a *safety* hazard in our community, but they are an *economic liability* as well." This is especially important when governments are looking for ways to cut costs in these tough economic times.

MILITARY STRATEGIES AND POLICIES

59) Show that the military installations should be involved in State and local programs. Communicators should work through the installations' Base Community Counsel, Drug Alcohol Abuse Control Committee, commanders, safety and ground safety specialists, club managers, chaplins, Red Cross, union representatives, and the like.

Show that many of the alcohol and drunk driving problems are less visible in the military because personnel function in a highly structured, supportive system—they look out for each other, the buddy system is in effect during social and drinking times (a carry-over from training), and they generally drink in supervised settings. Nevertheless, the problem is extensive.

Public information issues include publicizing:

- Use of driving mazes at base gates during high risk hours;
- Road blocks and gate checks;
- Use of breathalyzers;
- Courtesy transportation from clubs;
- Screening of base police blotters for DWIs;
- Rewriting of key regulations (e.g., AR 109-5, Motor Vehicle Traffic Supervision), to require a letter of reprimand from appropriate levels to be placed in the record of every offender, and the like;
- Tightening of suspension/revocation of driving privileges or confiscation of privately owned automobiles;
- Use of local public information campaigns, etc; and
- Requiring the use of safety belts on base.

Show that one way to combat the heavy drinking after maneuvers is to allow time for service members to "come down from the high." However, instead of dismissing them and turning them loose to drink in town, a more controlled barrack party where beverages and transportation are provided may be safer.

Show that drunk driving is considered a serious offense in the military which can bring about tough sanctions. These sanctions could be especially severe and even career destroying for air personnel, senior officers, NCOs, and those in sensitive or classified work positions. "Don't risk it, it ain't worth it."

Communicators should find renewed interest by military installations around the country to become actively involved in drunk driving issues. This will be especially true since new regulations were signed into effect in late 1983. These included DOD (Department of Defense) 1010-7. New Army regulations are AR-600-85 and AR-190-5 (see other military services, as well).

Show that in addition to all the reasons for not drinking and driving in the civilian community, the "safety of your fellow man," "operations preparedness and readiness," the threat of destroying very expensive equipment, loss of ability to operate very sensitive equipment, loss of timing, and the like are key factors.

Some of the special watch times for enforcement agencies in and around military installations include: mess nights, wedding downs, initiations, after maneuvers/drills, special parties, and the like.

Some of the reasons there is a high incidence of drinking by service members include:

- In order to demonstrate esprit' de corps, one has to have a drink.

- The "nothing-to-do-but-drink" syndrome.

- Stress. This is the first time these young people have lived in a highly structured, regimented environment with daily activities. They find this stressful. This is the first time some have been told what to do. The pressure of work conditions, operations and peer pressures are key factors.

- Many do not cope well with the "hurry-up and wait" syndrome. "They do not understand why the truck has to be repaired in the middle of the night—even though it isn't going to be used for several days."

- Many are away from home for the first time, and are lonely.

- Many have family pressures, little money, a spouse who is lonely, and the like.

- Boredom. There are many young men and women who are "loners" or "barrack rats" who do not see the opportunities (to learn, to experience, to participate) on site or in the surrounding community. For example, many have not developed an intellectual curiosity about even a foreign country. To venture out is too daring. Along with boredom comes the need to offset it and to do something daring—do drugs, drink and drive, and the like.

- They see alcohol and other drugs as their "out" from the service, even for just an evening or a weekend.

60) Show the importance and ways concerned citizens can educate themselves about drunk driving issues.

61) Show the importance of supporting the State's ABC Commission to help stop sales of alcoholic beverages to minors.

62) Suggest citizens have a town meeting. The purpose of a town meeting is to inquire from members of the community "if they think there is a drunk driving problem." It is also useful to gather perceptions of problems from the perspective of people who make things happen. In this manner if there is a consensus on the definition of the problem, action steps are more reasonable. Potential solutions may also be generated by the discussions. Town meetings help tap into the local power broker's circuit. These meetings help identify "community networks" and lines of communications, the "shakers" and "movers," encourage the involvement of drunk driving issues in the natural occuring events for promotional efforts and local action models. In short, town meetings help give some ownership of the problem identification and solution steps to the people who must be involved anyway to ultimately affect change.

63) Show that consuming alcoholic drink in a car while driving (called "BB" (bar-to-bar), "TT" (tavern-to-tavern), (a "roady" or "one for the road") is a practice which must be actively discouraged. "It's the cool guy cruising along down the street, a beer in one hand, the other hand on the wheel, and his third hand around the girl." Discourage casual comments and jokes about the practice (e.g., "That town is about a four beer drive away"). NOTE: Not only does this practice inextricably link drinking with driving; in many States, it is against the law to have open containers of alcohol in the car.

64) Show results of the "Ascertainment Survey" each radio and television station must do for their license renewal. They are required by the FCC to: 1) survey the community leaders and 2) survey the general public about their impressions about local problems, matters of concern, controversies, matters of principle, and the like. DWI communicators can use the Ascertainment Survey requirement by: 1) reminding stations (only when they need reminding) that drunk driving is shown on the survey to be a local problem and that air time on this issue is warranted; 2) citing this survey to other community leaders and saying this represents the "sense" or "will" or "conscience" of the community; and 3) get to the leaders before the survey and ask them to mention drunk driving as an important social issue when they are interviewed by the station.

65) It is important to involve people in the drinking driver program in your community. It is our collective responsibility.

"Damn you, non-caring one, go hang yourself! We fought drunk driving, *and you were not there!*" "We as social change agents have access to resources, the ways and means for this surpassing of the present. If not, the time will come when others will have to exclaim, why!?"

66) Show that service stations can be helpful in community-wide countermeasure effects. Communicators can put signs in station windows, on top of fuel pumps and on poles so that they will be more visible to drivers.

Utilize the station's tow truck service (tow truckers against drunk drivers). Let them tell the public that they've seen the effects of alcohol on the highways and some of the scenes "were not very pretty." "I'm fed up", or "I'm outraged" testimonials can be effective. "Did you ever see a tow truck driver cry?"

Communicators can also involve the service station tow truck drivers who monitor CB channels in reporting drunk drivers. This would mesh with REDDI program efforts.

CITIZEN ACTIVIST GROUPS STRATEGIES AND POLICIES

67) Individuals acting independently comprise a special category of citizen participation. These activists are prompted by some experience or event to write a letter, make a telephone call, or take much larger overt actions to try to correct the drinking driver problem. Sometimes such individuals are extremely persistent and outspoken and are able to obtain considerable media coverage. (Specific Groups are listed in Appendix 3)

68) They can often be useful in drawing attention to the more emotional, affected side of the problem and in mobilizing support within the community, with countermeasure groups and the legislature. Their strong personal commitment and energy level can be useful to a campaign and should be part of your networking process.

69) Activist Groups have some of the following goals:

- To educate themselves and others on the problem and how the law operates in dealing with it.
- To determine and work toward countermeasure efforts that could result in an immediate and significant decrease in accidents.
- To generate public support for maximal effective enforcement under existing law.
- To determine any limitations in existing law and to develop new legislation to correct those limitations.
- Help provide a support system for families of victims.
- To advance the interests of other individuals and groups in working to solve the problem.

70) Typical lobbying techniques of activist groups include:

- Talking to judges, prosecutors and others to find out what is wrong with existing laws on drunk driving and what changes and new laws are needed.
- Getting copies of the drunk driving laws from New York State, California, Maine and Minnesota. Copies may be obtained by writing to the National Highway Traffic Safety Administration. Currently, these serve as useful models.
- Finding out what new laws on drunk driving have been introduced and died over the past five years. Get copies of the laws and the names of the sponsors. Talk to them or their staffs and find out what stalls passage of new drunk driving laws.
- Finding out who will be introducing more new laws in the next legislative session or who would be a good sponsor for bills that need to be introduced.
- Finding out when the hearing will be held on the bill. Line up witnesses, victims, police, judges and qualified experts to testify why the bill is vital to public safety.
- Having members of citizen activist groups telephone or, if possible, visit every committee member to educate them about the merits and need for the bill. Ask them how they are going to vote. Let them know that you are building citizen pressure to get the bill passed once it is out of committee.
- Keeping a record of how each committee member votes on the bill and publicizing it through the media, organizational newsletters and anyway you can. Let the officials know you are going to do that.
- When the bill is before the committee or before the house, get lots of people to call their local elected officials and ask them to vote for the bills. The callers should ask how the official is going to vote.
- Help distribute petitions, educational materials and posters.
- Monitor court proceedings. (Are offenders continually placed on probation? Are court records expunged? Are there numerous delays? Are charges being dismissed? Are certain judges handing down tougher or easier sentences? Find out if pre-sentence investigations are done on drunk drivers, tape record every court appearance, and the like).
- Call editorial writers.
- Get letters of endorsement from respected members of the community.

- Conduct a petition drive.

- Conduct a telephone tree to inform other interested citizens about relevant activities (court dates, demonstrations, hearings, and the like). This is how it works. Assign a number to each member of the activist group. The leader calls numbers two, three, and four. Member number two calls member numbers five, six, and seven. Member number three calls members eight, nine, and ten and so on until all members are called. It is simple and it works.

- Raise money for various lobbying and public appearance efforts.

- Obtaining donations.

- Pay for taxi fares of people who are impaired and choose not to drive home.

- Pay for billboards warning the public about drunk drivers.

- Pay for advertising promoting public awareness on the issue.

- Donate large and small amounts to help an activist group carry on its work. For example, one insurance company paid to rent an office for a year when MADD first started.

- Television stations have donated studio facilities and air time to help produce and show public service announcements on the drunk driving issue .

- Donate copies of petitions, office supplies, and other needed small items.

- Help victims and families through the difficult times; encourage them to help with the cause; attend hearings and other lobbying efforts, and follow closely the criminal proceeding of the person faulted for hurting the person in their family.

- Organize and manage volunteers to complete specific tasks such as:

  —Public speaking, press conferences, testifying at public hearings and talking to PTAs, church and other groups about the drunk driving issue.
  —Writing letters, typing, filing and general office work.
  —Lobbying for state and local task forces.
  —Serving as a member of a state or local task force.
  —Researching and investigating the issue.
  —Helping to organize demonstrations such as candlelight vigils.

- Generate lots of letters from the public to specific members of the legislature asking them to vote for the needed drunk driving bill.

- Find out who is for and against the bill (a straw vote) and ask each member of the legislature how they are going to vote and then concentrate on the members who are against the bill.

- Write letters to all editors and ask for their support on the bills. Ask them to do editorials about the bill and the need to improve the control of drunk drivers.

- Ask the Governor to take a public position on the bills. If the Governor supports the bill(s), ask that the Governor and/or the sponsor lobby get the bills passed.

Accident, Offender and Victim Messages

1) Show the personal loss experienced by local victims of drunk driving such as death, disability, disfigurement, devastation, grief, financial loss, loss of work time, hospitalization, family disruption, keeping a marriage together, and the like.

32, 52, 58, 60, 64, 67, 68, 69, 70, 73, 74, 75, 79, 80, (81)

NOTE: As always, make sure your depiction of "crashes" is void of "sensationalism," "scare or fear tactics," "blood and gore," etc. Stress the more interpersonal, social, and human consequences which would help the viewer identify with victims and families. Also, communicators should make certain injury issues are mentioned in messages, as they are often overlooked as a major problem.

2) Bring forward individuals in the State or local area who have suffered a personal loss as the result of a drunk driving accident. Identify those outraged friends and relatives of DWI victims and have them speak out.

66, 67, 69, 73, 74, 75 (80)

3) Show that it is often the innocent people who don't drink who "get smashed." These victims are in the offender's car, in other cars or pedestrians.

32, 80

4) Show how it is possible to publicize high risk DWI accident areas. Show how some states are even putting up permanent road signs.

5) Recap the details of local accidents to encourage community-wide identification with the drunk driving problem. This is important in arousing and perpetuating the ire of the community. For example, place a crashed car in a public place with a sign describing the incident and the names of the people killed. Encourage hard news coverage and several follow-up stories. Some stories are worth "annualizing."

6) For public information programs in small communities, show doctors and staff at the local hospital administering blood and urine tests for the police. Many social drinkers would consider the possibility of having to face familiar hospital personnel under a charge of drunk driving to be a

social embarrassment. This concept might serve as a deterrent to some drivers.

7) Show victims where to turn for crisis intervention, where to turn for legal help, how to file claims for insurance, property damage or physical injury, how to get depositions from witnesses or gather factual information for the preparation of a victim's impact statement, or how to obtain information and referral services from helping organizations such as AA, Red Cross and Legal Aid.

8) Show specific ways victims and families are being helped through this crisis period. This would further explicate the hardship felt by families.

9) Show that in many states, the victims of drunk drivers are specifically ineligible for claims from the state's Crime Victim's Compensation Board. Show that this is also true for most victims of vehicular related claims (except for such crimes as vehicular homicide). Show how citizen activist groups are particularly interested in helping victims in this area and improving laws and/or procedures.

10) Show that in many areas of the country victims are excluded from the legal community's notification system. Victims in most states do not receive notices of hearings, trial dates, motions, and sentence dates. The District Attorney is only required to send a letter to the victim about the outcome of the trial. Most states even require that the victim make this request in writing. Show that victims can be included in a citizen group hotline system to notify them of these events.

11) Show that many victims, families of victims, and other loved ones are not informed by the court of the status of the offender's trials, license revocation or restrictions, probation, attendance in driving school education programs, attendance in treatment programs, and the like. Here, families and other interested citizens can help to monitor these activities to assure compliance. Once violations are reported to the police, proper action can be taken before the drinking driver does more harm.

12) Show that victims are often physically disabled, their car has been totalled, and they are using public transportation while the offender is still driving (under a conditional license). This will demonstrate the need for stricter sanctions.

13) Show that the drinking driver offender is also considered a victim and has rights. The offender is sometimes an alcoholic who needs treatment for physiological dependency, needs psychological treatment for depression or other mental problems, needs help with other family and financial problems, and the like. The offender is also affected by the legal and health systems in the state. The offender has rights under our laws which must be protected.

14) Notify the public about the offenders and victims of drinking driver accidents so that their status is known. This will show the human consequences of the drunk driving problem which should rally support and influence the community leadership.

15) Encourage victims and citizen groups to report all lapses in probation, attendance in education or treatment programs, and conditional uses of the driver's license. These infractions should be reported to the court, District Attorney's office, sheriff, and the Department of Motor Vehicles.

16) Set up a system to notify victims of all hearings, trials, and sentences so that victims and/or families may attend. They should also be present at motor vehicle department hearings to determine whether the offender should get his license back.

17) Show the high divorce rate among families which lose a child to a drunk driver.

18) People in the safety field tend to regard drinking drivers as criminals because they violate laws and pose a very real threat to other drivers. People in the alcoholism field tend to regard drinking drivers as victims, because they often cannot control their drinking and they pose at least as great a threat to themselves as to other drivers.

    The fact is, both views are right—the drinking driver is both a criminal and a victim. People who drink too much and drive are clearly committing a criminal act, but they often hurt or kill themselves as well as others, so they are victims, too. This means that efforts to control the problem must deal with alcoholism as well as with violations of laws; putting a person in jail or suspending his license has only a short-term effect because it does not deal with the underlying problem. Police and judges know all too well the "revolving-door syndrome"—if you deal with the symptom rather than the underlying cause of the problem, the offense is likely to be repeated again and again. Thus treatment or rehabilitation programs seem a necessary part of community efforts to control the drunk driving problem.

19) Show an irate mother of a victim saying, "I didn't know vehicular homicide was a misdemeanor."

20) Show an offender's lawyer saying, "I don't think I can get you off this time because that lady's sitting there listening."

21) Show that police, prosecutors and judges need encouragement to get tough with drunk drivers (e.g., juries do not want to find people guilty when the situation, as they perceive it, isn't really serious —regardless of how intoxicated the individual may be. They will find the offender innocent if counsel for the defendent shows drunk driving as "the people's crime" or "the people's offense."). (There, but for the grace of God go I.)

22) The DWI crash is generally the most severe highway crash. In most the bodies are so mangled that it is impossible even to donate the victim's organs to the hospital so others might live.

23) Show that some feel our court system has labeled too many offenders as "ill" (versus bad or criminal). While the American public is compassionate about the offender (his problems, reasons for drinking, physiological dependencies), he still has committed a crime. Society needs protection. The offender also needs protection from himself. Therefore, he must be treated as a criminal. Drunk drivers themselves, by their actions (see statistics), have made such a strong case against themselves, it has brought societal pressure to make laws and to define individual offenders as criminals.

24) Show families and victims in such a way as to indicate to potential drinking drivers that "they do not want to feel responsible for experiences which this family is undergoing."

25) Show what families must feel when tragedy strikes because of a *senseless, reckless, unnecessary, careless, preventable* act. It is worse than losing someone to other fatal diseases. "We're not dealing with an incurable disease. We are dealing with a preventable act."

Show that we got rid of Measles, Dyptheria, Small Pox—now we just have one more, the leading killer of our young adults, *drunk driving*.

26) Show how a physician anguishes when he/she has to tell a family that a loved one has died. Again, present the message in such a way as to ask, "Do you want to be responsible for this."

27) Show that parents don't expect their sons or daughter to go first.

28) Show that in an alcohol-related crash, it is often the offender who is last to be hurt. Nearly half of all drunk driving fatalities are innocent people.

29) Show that some hospitals will do grand rounds of alcohol-related crash victims.

30) Show that some call it a "mishap", some call it an "accident," some call it a "crash," some call it a "tragedy," some call it "vehicular homicide" and some call it "murder."

31) Show how families feel when they lose someone in a drunk driving incident and justice has not been served to their satisfaction. One family expressed, "With a light court sanction, it will not serve as a deterrent to others or help solve the problem. Why has a life been wasted?" Show the frustration and futility they feel. Show that in some cases the offender is out driving again—he's been given a second chance. But the victim's family wasn't given a second chance.

32) Show that tough insurance cancellation and renewal procedures work against victims. Innocent victims or their family will not be compensated for injuries caused by an accident involving an unlicensed or uninsured, previously convicted drunk driver. However, one state suggests a liquor tax be used for victims of alcohol-related crashes.

33) Show that according to a recent medical study high blood alcohol levels dramatically reduce the chances of recovery from shock trauma and related injuries.

34) Show that "the automobile is a double-edged sword. It can be a vehicle of pleasure or an instrument of destruction. You and I have assumed responsibility for educating our fellow drivers to that fact. Help end the lethargy of lawmakers and the indifference of an adult society that overlooks the nightmare of drunk driving."

35) Encourage people who lose someone in a drunk driving accident, to call an activist group early to learn how to be more effective in seeing that justice is done.

36) Show that drunk driving is not a victimless crime. Passengers, pedestrians, family members, and the driver himself are all victims. Society is also a victim as drunk driving is a health and safety problem as well as a high cost item for taxpayers who must pay for the arrest processing, prosecution, sentencing, and rehabilitation of the many drinking drivers each year.

37) The Epilepsy Foundation says that about 8,000 head injuries occur each year that cause epilepsy. Half of these occur in car crashes. This means since half of all crashes are alcohol-related, it is probable that about 2,000 epilepsy cases each year are attributable to drinking drivers.

38) Drunk driving is the "killer/crippler" of our time.

39) Show how to make a trooper cry.

Want to see a state trooper cry? Would you like to see him drop to his knees, bury his face in his hands and bawl like a baby or slam his fist into the side of his patrol car? It's easy enough to do. And it happens more frequently than most of us might think. Just load yourself up with the holiday season's "good cheer," add a few beers or mixed drinks and drive your family home.

Refuse to listen when your wife suggests that she drive.

Assert yourself. Pay heed to your male ego.

Say "Aw, heck, ah can drive the car bedder with a few beers unner mah belt than you can cold sober."

Show her who's boss in your family.

Twenty minutes later you are standing in darkness on the side of the highway with broken glass and spilled gasoline at your feet.

Your wife is screaming, pinned beneath jagged edges of twisted metal.

Your 2-year old daughter is silent.

Your 6-year old son is sprawled face-down 30 feet away.

The highway trooper smelled the alcohol on your breath as you tried to explain, and he's not very gentle as he pushes you into the rear of the patrol car and tells you to shut your mouth.

Then he pauses for a moment in the darkness before he turns his attention to you and the remains of your car and family.

Congratulations. You've made a trooper cry.

40) "I'm real tired of that old excuse 'There but for the grace of God go I.' Damn it, there by the grace of God go my innocent daughter, my son, my wife, my husband. . ."

Fear and Humiliation of the Arrest Messages

1) Show how the arrest experience is a frightening, humiliating, and embarrassing experience. The offender is going to be treated like a criminal. He/she may: (72), (76), 81, 82, 83

- undergo field agility tests such as the "walk the white line", pick up coins, say alphabet, walk heel to toe in a straight line, touch nose with finger, walk and turn, one leg stand, Nystagmus Gaze, touch your fingers to your thumb, and other "split attention" tests, out on the street for everyone to see;
- undergo a strip search;
- be handcuffed (you'll get to wear some "DWI jewelry");
- be photographed or videotaped;
- have one's car towed and/or impounded. Some States are taking and selling the car under new forfeiture laws (this can be devastating to some youth and serve as a major deterrent);
- be transported in a police van or vehicle (sometimes with other criminals). You will be handcuffed and have a seat belt placed around you in the back seat of a patrol car or van. You will be transported in a "booze wagon";
- "be booked like a common criminal";

- be searched and put into a holding cell or drunk tank often where there is no bed or other personal support; ("Also, remember it is likely you will be put into jail with those who have committed other crimes— there is no separation of criminals in our jails");

- be divested of personal property. They will be stored until release. They will take your belt along with your dignity;

- be deloused;

- be subjected to tests such as a screening test ("You could be given an assessment test and be labeled or formally 'classified' as a problem drinker"), a psychological test, a pre-arrest breath test, a blood test, a urine test and a presentence interview or investigation study;

- have to post a cash bail to a bondsman;

- have their driver's license taken immediately (if the State has Administrative Revocation);

- have to ask someone to pick him/her up from the station if released on their own recognizance;

- undergo the humiliation of wrecking the family car;

- have to file proof of financial responsibility to get the driver's license back;

- have to ask their boss for the afternoon off to go before a judge for a drunk driving charge;

- have to appear in court and view a videotape of their drunk driving field test. Others will see it as well. Some of these videotapes are shown on local television news;

- as a passenger be affected by the arrest experience. Passengers often accompany the offender and directly, or vicariously, experience many aspects of the arrest. In addition, if open containers are found, in some states, passengers are arrested, too; or

- have their name, age, location, time of the offense, and parents' names (if a young adult) appear in the local newspaper. This information could appear under such categories as "charged", "found guilty", "license revocation/suspension" and the like.

NOTE: It is hoped that this would serve as a deterrent even if the court system doesn't work completely. One newspaper called the section "Drunk and in Jail" or "Drunk Drivers Arrested." Some newspapers do not list names until the third offense (of course, by the third offense, it may be too late). Ready for this one? One newspaper stopped printing DWI offender names "because the list got to be too long" (Maybe that's all the more reason to print them).

In addition to the embarrassment, a driver might drive less without a license if his name is made public. A person may think he can get away with driving without a license; but if he sees his name in the newspaper and knows the public, his friends, and neighbors have been advised of his suspension, he may drive less. He will know that people in his area, perhaps the police, will observe him. Some concerned citizens may report to the police that he is driving without a license.

Show that if a newspaper could print when the sun rises and sets each day, it can print names of offenders to help solve the drunk driving problem.

- The Globe-Democrat (St. Louis) doesn't wait for the courts to connect. The offender's name is listed under "arrested for DWI." Another list is labeled "Convicted of DWI." This way the newspaper specifically links the aberrant driving behavior with society's action. This takes place before denial or the society is out to get me stage sets in. This small but swift action might be more effective as a behavior modification mechanism.
- The names of offenders in the newspaper might also be linked to the local REDDI program. Here community members are asked to report convicted drunk drivers who drive without a license. NOTE: It is often asked "how do we sustain public awareness." Well, newspapers can help by continuing to publish names month after month, year after year.
- An offender may have a criminal record for at least 5 years.
- The charge or conviction will appear on the DWI offender's driving record and cannot be expunged.
- A DWI may affect your credit rating for years.

2) Show the social effects and "social shame" of being stopped and arrested such as the loss of respect of friends, family and employer. Show that many experience a loss of self-esteem. Women are often more affected in this way. "Want to change your life style? It's Easy, lose your driver's license."

3) Interpret the arrest experience in an impressionistic form to demonstrate the humiliation and embarrassment of the arrest; being out of control, being detained in the station or a holding cell, and being laughed at by friends and peers. Show what it is like being labeled a drunk or alcoholic. (72), 81, 82

4) Show and demonstrate the various equipment officers use during the arrest procedure in such a way that it focuses on "what the drunk driver will be subjected to" and how the evidence will be used in court—*not* the cost of equipment, who purchased it, or technical details. There is little deterrent value in discussing the equipment itself. 23, 72, 76

5) Show the sequence of events or "tracks" through the criminal justice process one must follow after refusing a blood alcohol test. (77), (78)

6) Show how the offender will actually be put in a holding cell or in a locked room during the arrest procedure. 81, 82, 83

7) Show the number of people arrested last year (week, month) in your area. 82

8) If applicable, show that offenders are going to jail in this state. There is no prolonged appeal process here. 10

9) Show that drinking drivers in the community are arrested for DWI and are not being charged with minor offenses such as reckless driving. This may have been true in the past, but it is not true now.

10) Show that even if one drives at "impaired" or legal levels, there is still a good chance that the driver will be stopped and have to go through the arrest experience.

11) List DWI sanctions on permanent roadside signs.

12) Show what it is like to sleep in a jail cell or a drunk tank.

13) Show the humiliation of being treated at a hospital by nurses and physicians you know. This is especially true in small communities. One woman said, "It was difficult for me to have a nurse administer a blood test to me when I was arrested—just last week, she treated my son for an injury."

14) Show that even a passenger will go through some of the arrest experience with the driver. (e.g. often the passengers go with their escort to the station in the patrol car, etc.) Some laws allow for the arrest of passengers when open containers are spotted in the car.

15) Show that "drunk driving is a crime just begging for arrest." "Drunk driving is a gamble—You lose" (pictured with dice). "Alcohol is a crash diet."

16) Show that even if you are as "pure as the driven snow", if you make a mistake, you can be arrested and put into jail for DWI—it will be the hassle of your life, even if it's the first time.

17) Christmas Theme: "Don't Get DWI Jewelry for Christmas!"

18) Show that even if, for some reason, the rest of the criminal justice program doesn't work, the humiliation of the arrest experience and alcohol assessment process still will be the hassle of your life.

19) Show that some individuals are reporting members of their own family who drink and drive. These individuals could be encouraged to call the police directly or call the Protective Service Unit of the Department of Social Services. Show that

there are laws under the Civic Order of Protection which cover anyone in the household where abuse has taken place, or where a family member has been placed in clear and present danger. "No longer is there to be a conspiracy of silence by family members."

20) Show that, of all crimes committed, drunk driving leads the nation in the number of arrests. In 1980, there were 9,686,940 arrests. The major categories: driving while intoxicated (1,303,933), larceny theft (1,123,823), general drunkenness (1,049,614), disorderly conduct (724,404), drug offenses (533,010). The National Highway Traffic Safety Administration, Washington, D.C. says there are 1.1 million drunk driving arrests each year.

21) "We not only arrest drinking drivers in this State, we arrest bartenders and we arrest young adults for possession and drinking under age (even if their BAC is under the illegal level)."

22) Put drunk driving sanctions on permanent highway signs.

Sanctions and Costs Messages

1) Show what it will cost to be caught driving drunk in (your state).

   Costs include legal fees; evaluation costs; court costs; fines; towing costs; impoundment costs; loss of work time; costs of the crash itself; education and treatment costs; high premium insurance costs; license reinstatement fees; add-on fees; costs for getting back the driver's license; lost salary potential and any extra transportation costs (and inconvenience) due to the loss of license. "Drunk Driving—You can't afford it."

   NOTE: Since it's hard to make people believe that there is really a high risk of being arrested for DWI, it might be better to admit through omission that the risk of apprehension is low (thus building credibility in the message) and stress the *severity* of consequences if one does get caught. (e.g., "Once you are picked up, the odds are extremely high that you will be convicted." "Even if you are 'as pure as the driven snow', you will be treated like a criminal *the first time.*" "Don't be part of that group of people who never expect to get caught.")

2) We would be better off *lowering* the illegal limit (.10 BAC in many states) *for young adults*. This .10 level is considered too high for new drinkers.

3) Show that, with the laws in our state or with proposed legislation, *even first time offenses* will bring down real, tough, unpleasant sanctions. ("No longer will the fine be less than the lawyer's fee.")

4) Show that apart from the human suffering and family disruption, drunk driving is an economic cost to the country and the taxpayers. ("Everyone is paying the costs until something is done"). Conservative estimates range from 21-24 billion dollars each year. Costs include higher rates for car and health insurance, police, medical facilities, and the like.

5) List specific costs in your state, e.g., the average legal fee, $500.00; cash fine, $1,000.00; high risk insurance (for three years, it could be as high as an additional $700.00 a year); public transportation and taxi costs; and lost work time (with jail sentences). Fines are a way to reimburse the government for the danger and costs to the taxpayer. 71

6) *Explain* the penalties for drinking and driving in your state/community such as license revocation, first and second conviction laws, fines, jail sentences, point system, and driver's license records. 10, 12, 77, 78

7) Show what it would be like to lose your privilege to drive. Drivers whose licenses are suspended can get them back when their sentence is up. But if a license has been revoked, then drivers have to get a new one, starting with an application. There are additional constraints when trying to get another license with a drinking record. (1), (8), (77), (78)

8) Show that with license suspension or revocation there is a loss of mobility, an increased dependence on others for transportation, and a substantial loss of free time. 10

9) Discuss the laws in other countries which have successful drinking driver programs. In Norway and Sweden, with a certain BAC level, the offender automatically goes to jail. In Finland, with even a BAC level of just half the standard in the United States, the offender receives a mandatory three-month prison sentence. In West Germany, if one is just stopped for drunk driving, licenses are suspended anywhere from three months to three years. If there is an accident, the offender is sent to prison.

Turkey: The driver is taken 20 miles from town by police and forced to walk back under escort.

Bulgaria: A second conviction is the last. Punishment is execution.

San Salvador: The driver is executed by firing squad.

Finland, England, Sweden: The driver is automatically jailed for up to one year.

South Africa: The driver is given a ten-year jail sentence, a fine of $10,000 or both.

Australia: Names of convicted drunk drivers are published in local newspapers under "drunk and in jail."

Malaya: The driver is jailed. If he or she has a spouse, the spouse is also jailed.

10) Discuss the proposed use of specially marked license plates, perhaps red (Scarlet Letter), to be placed on cars of offenders who have been convicted of drunk driving and have been given a restricted or work-related license. By the issuance of special marked plates, the police could enforce the conditions of the special restrictions. Another method is to have a readily identifiable number or marking which would also be known to the public and hence serve as an incentive not to run the risk of drinking and driving.

    NOTE: Some are concerned about the constitutionality and practicality of these types of sanctions. However, one judge did at least require offenders to put anti-drunk driving bumper stickers on their car for one year as a condition of probation. "The owner of this vehicle is on probation in the County Court of Law of Fort Bend County, Texas, for driving while intoxicated. Report unsafe driving to Adult Probation Department, Richmond, Texas." (NOTE: Fort Bend is near Houston, Texas.) These bumper stickers glow in the dark so they can be seen at night—when many alcohol-related crashes occur.

11) Show that the laws in your state are tough ("Some say the laws in this state are tough already. But if you ask those families who lost a loved one, they would say that they are not tough enough").

12) Show that some courts hand down "offender restitution penalties" (e.g., one youth was sentenced to 2,000 hours of work in a shock trauma unit of a hospital).

13) Show that driving is a privilege, not a right.

14) List DWI sanctions on permanent roadside signs.

15) Show that the penalties in your state are both *realistic* and perceived as being *fair* to the offender. The penalties are *not* meant to be "career destroying" or "unproductive." They are meant to be "tough-but-helpful." If this image is conveyed, penalties will more likely be enforced by the court and generally accepted by the public.

16) Show that there are real human and social reasons for these tough new laws. ("Yes, they're tough . . . but think of the reasons behind them.") List reasons for the new law.

17) Show that drunken driving affects insurance rates. Convictions stay on your driving record for several years and, depending on the carrier, affect your insurance rates from *three* to *five* years after conviction. Also, insurance companies look at these public records each time before normal renewal to evaluate a policyholder's driving performance and to determine insurance rates.

18) Show if you are convicted, insurance companies will check your driving record more often than those of others who do

not have violations or convictions. And, if you are a new applicant for insurance, even the acceptance of your application by a carrier hinges on your record.

19) Show that insurance policies in many states will be cancelled after a conviction, because laws now require suspension of the driving privilege, i.e., license, and most insurance companies require an insured person to possess a valid driver's license. Discuss cases of persons who were convicted of violating your state's mandatory auto insurance laws.

20) Show that some insurance carriers are offering lower rates for non-drinkers.

21) Show that in many States, it is not possible to expunge DWI convictions from one's insurance records or permanent driver's license record.

22) Show that the well-scrubbed father of four, standing before the judge, who doesn't look anything like the fallen-down drunk that was pulled out of the wreck last week is no longer going to get away with a light DWI sanction. The laws have gotten tougher in this State.

23) Show that the penalties of getting caught driving drunk without a license are particularly severe. It is well known that many who have had licenses suspended or revoked proceed to drive without a license. They plan to be careful not to violate the law so they will not be found without a license. But if it is known that the penalty for driving without a license is not severe, they may decide they can stand the penalty, if caught.

24) Show that "it is not the loss of a driver's license that will cause a DWI offender to lose his job or family, the alcohol problem will probably do it first."

25) Show the importance of publicizing new DWI laws, for example:

- *(States)* new DWI law: 1% is proof enough;
- Tough today, tougher tomorrow;
- Yes, we have tough new laws—but think of the reason behind them. These are etc.;
- Can you identify with it?;
- Who should you alert about our new law?;
- Now enforced with conviction;
- A new law, loaded with sobering consequences; and
- (*State's*) new drinking driver (or impaired) law.

26) In addition to publicizing the specific components of the new law in your State, show that authorities want to be *fair* and *absolutely sure* that *everyone understands the law* and all of its *ramifications* before arrests begin.

27) Show that with tougher laws, police will, in turn, feel it is more worthwhile to make arrests.

28) Show that these new laws will be "routinely" used by judges.

29) Show that with a DWI conviction on record, offenders are prevented from holding certain jobs. In today's economy, "don't limit yourself" (in this way).

30) Show how some judges are "sentencing" offenders to Alcoholics Anonymous, ordering them not to drink for a certain number of years, ordering them not to drive for 24 hours after drinking. One judge set up a special "DWI Alcoholics Anonymous" and sentenced offenders to it.

31) Show that it is possible to require that drinking restrictions be placed on one's license much like restrictions on wearing glasses, nighttime driving, and the like.

32) Show how authorities can emboss or issue a different colored driver's license if one has a DWI conviction. This would serve as a deterrent when the driver's license is used as an I.D., or to cash checks.

33) Show the cost to taxpayers of processing DWI cases through the entire criminal justice system. "It's everyone's money." "Now, it's everyone's business."

34) Show that some judges use innovative sentencing or "offender restitution" techniques, e.g., having an offender send a dollar a day to the victim's family until their daughter's "would-be" 18th birthday.

Show the public that DWI committees, and other authorities are suggesting to the courts specific constructive ways offenders can satisfy community service. Some judges are using the specific skills of offenders to help improve the community where the offense occurred. For example, plumbers fix leaky faucets in public buildings, barbers cut inmates hair, and the like.

One court, for example, required an offender to take an ad out in the newspaper apologizing for "endangering the public." (For example, sloshed motorists in Madill, Okla., have to take out a $20 ad telling everybody in the county they're sorry they endangered innocent lives while under the influence. They have to sign their real names, too). This may serve as a persuasive message to others in the community.

35) Compare drunk driving sanctions with comparable sanctions of other crimes. Then say, would you forge a check, carry a hand gun without a license, kill with a gun versus kill with a car. Show the sanctions for other highway traffic offenses.

36) Describe the certainty of conviction in your State by citing arrest/conviction ratio.

37) Show that in a country in which the primary means of transportation is the passenger car, loss or restrictions on

driving privileges can be an effective deterrent. "Driving is sacrosanct."

38) Show seasonal ramifications of sanctions, e.g., "There's no place like jail for the holidays", "I wonder what it's like to spend prom night in jail." "Prom Time, Jail Time."

39) Show that the more severe the penalty, ("unproductive" penalty), the more unlikely it is that it will be imposed. The more severe the sentence or penalty, the greater is the bargaining power of the accused and the likelihood that he will be charged with a lesser offense. Under these conditions, defendants are more likely to hire lawyers, plead innocent and require trials. They are also more apt to ask for jury trials than simply to go before a judge. All these factors place more pressures upon the judicial system and increase costs.

40) Show that sanctions (when deserved) should not be lenient because there is a lack of jail space. It's just like anything else—money for new space won't come unlesss there *is* a demonstrable need for space. It is also the practice in many areas of the country to practice innovative or alternative sentencing or probation programs. (e.g., community service, work with state agencies, and the like.)

41) Show an offender's lawyer saying "I don't think I can get you off this time because that lady's (MADD mother) sitting there listening." Tell the public to be aware of an attorney who tells you that he can "get you off when he dazzles the court with his techniques." Remember, the law is more cut and dry today than ever before.

42) Show that judges need encouragement from the public to get tougher and convict to the full extent of the law.

43) Show that (in some States) an officer can pull the offender's license immediately for a number of days. Show the value of administrative sanctions where a license can be taken immediately without going through the court process. Show that this is called the "Plastic Eater Law."

Show the importance and effectiveness of administrative license revocation. Administrative Revocation, pioneered in Minnesota in 1976 and adopted by Iowa in 1982, means that the driver's license is confiscated immediately by the arresting officer on behalf of a State department such as the Department of Transportation. Hearing officers are empowered to hold the license, remove the license plates, grant special restrictive licenses for going to and from work or school and the like. Under the "implied consent" portion of the law, licenses are revoked for refusal to take the chemical test, as well as for test failure.

NOTE: Some of the advantages of administrative revocation laws include:

- The action is swift and sure. Courts are slow to take the license. "Now the drunk is taken off the road immediately."

- Confiscation of the license has proven to be a good general deterrent.

- It will assure that the law is applied equally. With the specific standard of law for a violation, one eliminates a jury question. Now, even a bank president will not be able to beat the charge.

- It will be more satisfying to patrol officers who have often felt frustrated by seeing delays and plea bargains.

- The average driver no longer will think he can probably beat the charge by long delays, jury trial, and the like.

- No longer will there be "bail before conviction."

- Administrative revocation specifically links the aberrent driving behavior with society's action. This takes place before the denial stage or "society is out-to-get-me" stage set in. This swift action might also be more effective as a behavior modification mechanism.

- Since laws and their application vary from State to State and, county to county, administrative revocation is the only predictable penalty.

- "It is the State administration who givith, it is they who shall taketh away." Since they issue the license, they should be responsible for removing dangerous drivers from the road.

- Since the action is swift, officer and witness testimony will be fresh. Afterall, delays have traditionally been more advantageous to the defense. As time goes on, cases get weaker and pressure increases on the prosecutors to plead cases.

- Administrative revocation supports the "two-track system." It gets drivers off the road and it immediately begins the punishment processes.

44) Show that in some cases judges allow offenders to drive to education, treatment or AA sessions, victim rights groups, etc.

45) Show that many states are raising the drinking age to 19, 20, or 21, and the importance of publicizing the change.

Background: At some point in the late 1960s, when thousands of young men were being drafted to fight in Vietnam, the country became embarrassed about the checkerboard of laws that ruled the lives of 18-, 19- and 20-year-olds. A young man was old enough to die for his country but not old enough to vote in it. A Marine could return from the Mekong Delta and then get carded at his home-town bar.

In that climate, support grew for a uniform age of responsibility. Through ratification of the 26th Amendment on July 1, 1972, the voting age was lowered to 18, and in the next few years many states lowered the drinking age to 18.

46) Show that when many States lowered their legal drinking age from 21 to 19 or 18, studies showed a great increase in fatal traffic accidents involving drinking drivers. Among those which have *raised* the age are Iowa, Florida, Massachusetts, Georgia, Minnesota, Montana, New Jersey, Tennessee, Texas, and Maryland. When Michigan raised the drinking age from 18 to 21, automobile property damage and personal injury accidents declined by 17 percent. They declined by 20 percent in Maine after a similar change. This trend is in sharp contrast to the momentum in the 1970's when 24 states reduced the minimum legal drinking age to 18 between 1970 and 1973.

In New Jersey, for example, when they lowered the drinking age in 1973 from 21 to 18, the number of highway deaths of people under 21 tripled.

47) Explain clearly the interpretation of the new drinking age law.

- Does the law make it illegal to procure or attempt to procure intoxicating beverages in bars, restaurants, package stores, etc. (e.g., some states have three legal drinking ages: 1) For drinking beer in bars; 2) For buying beer in grocery stores; and 3) For purchasing wine and liquor.)

- Does the law make it illegal for an adult to purchase or attempt to purchase alcoholic beverages for a minor? (Are parents or guardians an exception?)

- Does the law prohibit a minor from consuming intoxicating beverages at bars or restaurants or in public places if purchased, for example, by a parent?

- Does the law make it illegal for a minor to consume intoxicating liquor in his/her home when purchased by parents? How about on any private property? (Is the law a drinking age law as well as a purchase age law?)

- Does the law distinguish among beer, light beer, wine, fortified/unfortified wine, light wine, pre-mixed drinks, liquor, etc.

- Does the new law grandfather in certain young adults? The law could be phased in over several years so that no one who currently can legally buy beer/ liquor would be denied the privilege.

- Are minors who work as waiters/waitresses allowed to serve alcoholic drinks to customers?

48) Show typical arguments *against* raising the drinking age. The following are some typical quotes from open meetings.

Communicators should be prepared to deal with these viewpoints.

- "If we are old enough to fight in wars, we are old enough to drink." Military will have to change the drinking age at military installations around the country. Some young officers won't be able to drink at the Officer's Club while they prepare to fight for our country.
- "If, at the age of 18, we are old enough to get married (no toasting each other), sign a legal contract, support a family in today's economy, own a home, serve on a jury and condemn someone to capital punishment, watch over military missile sites, drive tanks, gamble (in some states), carry fire arms, and even own a bar or a liquor store (in some states at 18), we are old enough to drink."
- The public might conclude from the law change that drunk driving is exclusively a teenage problem and, therefore, feel that authorities might not apply countermeasure efforts equally toward other groups. NOTE: Communicators might consider countering this notion in messages and explain that teenagers, while their involvement is high, are *not* the only groups responsible for the elevated number of alcohol-related crashes.
- Legislators are picking on teenagers because they can't defend themselves as well as adults or the liquor industry.
- Blanket legislation for this age group penalizes everyone, even the most responsible social drinker. Changing societal norms about "individual responsibility" seems to be more important.
- Raise the *driving* age instead of the purchase/drinking age. Let's become more responsible about our use of the automobile.
- The solution to the drunk driving problem will come about only through a comprehensive systems approach to the problem, not by picking one part of a possible solution—a 21 drinking age—and giving it priority way beyond its true significance.
- The law discriminates against women under 21. They traditionally have been a very small part of the drinking driver problem.
- While the number of alcohol-related crashes has gone down in many States, raising the drinking age to 21 *does not affect the percentage* of young adults who drink.
- If the law must be changed, Congress should not be the instrument: historically, legally, and in practice, the use of beverage alcohol has been exclusively regulated by the States, and the 21st Amendment. The traditional police power perogatives of the state require that this regulation

continue to be conducted by the states. Even if Federal legislation is constitutional, the drunk driving problem is not one that calls for the Federal government to override the State role. Each State must be allowed to develop solutions to drunk driving that are supported by their citizens and that fit their local needs.

- "If we can appear in a pornographic movie at 16 years of age, young adults are old enough to drink."
- "We have all the responsibilities but not all the rights."
- It will be illegal for anyone under 21 to take wine at church communion.
- "There should be stiffer penalties for drunk driving—*not* raising the drinking age."
- Raising the drinking age will have its greatest effect, of course, on drinking in bars. But the backlash will be that kids will now drink in cars—the very problem the law is trying to solve. We will make criminals out of college students.
- The change to "21" fails to address the teenage "attitude" problem. Young adults are going to continue to drink and some will drink even if the age is raised to 40.
- Raising the drinking age will only increase the mystique surrounding the use of alcohol as an adult substance. It would then be sought out even more than in the past as the "forbidden fruit" and serve as a "rite of passage" into adulthood for young adults. Thus, more, not less, drinking will occur. The law change would set the stage for drinking by youth either furtively in unlicensed dives or otherwise in violation of the law, which would lend glamour to the practice and so tend to defeat the purpose of control which is the temperance and respect for obedience to law. It is felt by some that a higher legal drinking age establishes alcohol consumption as a standard for adulthood. It is known that 16-21 year olds are in the process of identifying with and taking on adult behaviors. Adult behaviors serve as a role model for this age group. Now, when legal obstacles are set up to restrict the consumption, drinking is percived more than ever, as a "rite of passage" to adulthood.
- Why have some states decriminalized public intoxication—treating public inebriates as having a sickness?
- We are toughening up on our drunk driving laws to the point where we will, in effect, make criminals out of our young adults.
- "Our 18-year-old citizens have been deemed responsible enough to purchase beer and wine for approximately 50 years," so why is it different now?

- Tougher laws for young adults won't help because they do not expect to get caught.

- Parents today are expecting adult behavior from 16 to 18 year olds. Isn't it ironic that these young adults can't drink like an adult?

- Some say that "deregulating" the alcohol minimum age restrictions will lead to more responsible decisions about its use. "Let's turn the responsibility back to parents, the church, and society."

- In recent years under existing laws, we have made remarkable progress in dealing with alcohol-related problems. The stigma associated with alcoholism has been reduced dramatically. Now we stand to lose what we have gained with new law changes. Harsh sanctions in and of themselves are certain to reinforce condemnatory attitudes and a return to the stigma of alcoholism. This would likely result in a return to the closet of many future alcoholics who would not seek help; many of whom would become drinking drivers.

- The 16-20 year olds will get off anyway under the state's Youthful Offender Act.

- Since there are alot of teenagers in (this State) with a drinking problem, isn't raising the drinking age encouraging illegal drinking. Won't the kids go underground?

- They will take time to drive across the borders to States with lower drinking or purchase ages. The law is unenforcable. The "hands across the border" or "blood border" issue will continue.

- We will lose liquor tax dollars.

- The liquor industry will react negatively, resulting in possible lack of support for future anti-drinking-driving programs. Also, many of their campaigns targeted at youth will have to be changed. This may constitute a major change in advertising philosophy.

- Many bars which cater to 18-20 year olds will be forced out of business. It will upset social patterns. University student associations on campuses, many of whom rely on pub profits, would be dealt a financial blow.

- Prohibition didn't work because it was arbitrary, excessive and unenforceable. Steps to crack down on young adults will suffer a similar fate unless they have the support of the people. Toward that end, we need more than new laws. We need a new frame of mind.

- The old question of how much should the government protect us from ourselves.

- This once again broadens the gap between the age of maturity and the drinking age.

- Teenagers are the scapegoats for an extremely serious social problem. These laws will simply treat the symptoms, not the real problem or cause. Raising the drinking age to 21 is simply "backdoor legislation." "It is punitive, not curative." It is "band-aid legislation." "It's a very popular and a very simplistic solution. Now legislators can go home and tell the folks they did something about drunk driving."

- Parents of young adults will encourage drinking over their sons and daughters using drugs.

- A federal drinking age would likely require an extensive and costly federal enforcement effort.

- There is nothing magical about the number 21. If we were concerned solely with safety, we could reasonably ban the sale of booze to anyone under 22 or 25. There is no simple age of responsibility. We could even raise the driving age to 19 or 21.

- "Patchwork drinking ages" in contiguous States becomes an absolute incentive to drink and drive. Some young adults now have to drive many more miles to get around the law—to the strip of waiting bars over the border to drink before they begin that dangerous ride home. "Patchwork laws" are making things worse, not better.

49) Justification for raising the drinking age:

- We must now forego all of the usual arguments offered by teenagers such as "If we are old enough to fight, we are old enough to drink" because their performance on the road requires isolated legal actions. Accidents among this age group are simply too high. By their own action, they have made a case against themselves, by exhibited irresponsibility.

- It has worked in other States in reducing the number of alcohol-related crashes. States can expect a 30% decrease among the affected age group. The Insurance Institute for Highway Safety says: On the average, a State that raises its drinking age can expect about a 28 percent reduction in total nighttime fatal crash involvement among affected drivers.

- Law changes reflect the conscience of the people (in the state/community). There is "compelling public interest" to change the laws to help protect the general public and to prevent young adults from hurting themselves. When alcohol-related crashes are the leading cause of death for this age group, there is enough social pressure to change, and justify changes in, the law. It is known that the public will accept changes in laws if there is a demonstrable need for that change.

- Most people want it. A Gallup Poll conducted in December, 1982 reported that 77 percent of Americans approved of a uniform drinking age of 21 while only 20 percent were opposed. Of the 18 to 20-year-olds, 58 percent were in favor of a 21-year-old drinking age. Raising the drinking age is a public re-affirmation. It alleviates public concern.

- The minimum purchase/drinking age law of 21 puts alcohol further out of reach of 15, 16, and 17-year-olds, who often depend on slightly older peers to buy their alcohol legally, or who can "pass" for the minimum age of 18 or 19 at many bars or taverns. Delaying the first incidence of alcohol use is key in preventing some more serious problems later in life.

- Raising the drinking age will further separate the age when young adults first learn to drive from the age when they first legally drink. Raising the drinking age will allow young adults to acquire some experience and skill in driving before being subjected to alcohol and learning to control it. Newly acquired skills are the first to be affected when drinking ("last learned, first lost").

- The number of single car crashes appears to peak at an age level rather than a *high blood-alcohol concentration level*. This suggests that age is a key factor with those causing alcohol-related crashes.

- Any attempt to shift the *total* responsibility onto the servers (hosts, bartenders) of alcoholic beverages is both unfair and unreasonable. Those causing the problem must accept some responsibility.

- Raising the age to at least 19, would help limit accessibility and discourage alcohol use in high schools where many behavior patterns are formed.

- Yes, raising the drinking age to 21 seems to be inconsistent with other rights such as voting. But, no one ever ended up in the hospital because he voted—or put others in the hospital or morgue because he got enthusiastic about voting. That does happen when the inexperienced drink. Voting and drinking are two different activities.

- We do no one any serious harm or hardship in raising the minimum age; quite the contrary. What we will do is save many teenage lives, the lives of their innocent victims and the heartache of young surviving drunk drivers who must live with the fatal consequences of a brief, heady encounter with alcohol and a car.

- It may encourage courts to take a tougher stand. This is desirable as courts traditionally have been the weakest link in the chain.

- The right to abuse alcohol has never been guaranteed to any age group—our drunk driving statutes attest to that. To ignore the preponderence of evidence against teenage drinking and driving flies in the face of the common good.
- In areas where the drinking age is raised to 21: police are reporting fewer bar fights and fewer "drunk and disorderly" calls; school administrators are reporting fewer drinking problems at school events; and some college campuses are reporting higher attendance at school functions.
- None of us are under the illusion that we will stop young people from lying about their age if we raise the drinking age to 21. However, we can raise the lying threshold from 16 to 19 or so. This alone would reduce death and injury.
- What does one say to a person convinced that any 18-year-old who can die for his country ought to be able to drink in it? Tell him that 18 is much, much too young to die for the country.
- Many agree that it is rather insulting to tell a bona-fide voter that he or she isn't old enough to belly up to the bar. The contradiction is clear. Yet despite all the talk about a single age of adulthood, there are all sorts of uneven laws regulating the uneven process of maturity. Today, in many states, you can become "emancipated" from your parents by becoming a parent, even at 15. In most states you can get married with parental consent before you can vote. On the other hand, you cannot become a member of the House of Representatives until you are 25 or a U.S. Senator until you are 30.
- If we return the minimum legal drinking age to 21 by one year elevations, this graduated change will not affect those under 21 who already have been given the legal privilege.

50) Several State organizations have formed special committees to raise the drinking age, e.g., "New Jersey Coalition for 21", "Committee to Raise the Drinking Age", and "21 Now." These committees must go to legislatures with concrete information—"proof beyond proof" that this new proposed law will work. Campaigns about the new law should encourage all interested parties—even those too young to drive or vote, to write their legislature about their feelings regarding this important issue.

51) List sanctions imposed if caught driving without a license or getting another drunk driving conviction. One California study showed that over 85% of all offenders drove after losing their license.

52) Show that some judges feel that some offenders learn a lesson when they simply go through the arrest experience (see arrest); the embarrassment of being bailed out by their wife, etc. This is why judges, at times, hand down a light sentence (e.g., 3 months probation).

53) Show that enforcement agencies and legal officials have worked out appropriate sanctions for teenagers charged with alcohol-related driving offenses.

54) Show that the drunk driving sanctions in your State are too lenient. One way to do this is to compare sanctions of other offenses. For example, compare the shooting of a deer out of season ($1,500 in one State), with the average drunk driving sanction (see your State's/City's statistics). The public just might find this interesting.

55) Show that some courts have been known to sentence offenders by prohibiting driving for 24 hours after drinking. This restriction, like a requirement that a driver wear glasses while driving, can be stamped on a license and used to permit arrest, extra penalties, and also serve as an additional deterrent to repeat offenders.

56) Show that from the victim's standpoint, tough insurance cancellation and renewal procedures work against victims. Offenders who drive without insurance (and without a license) and get into an accident, have no money available for compensating losses incurred by the victim or the victim's family. One State suggests a liquor tax be used for victims of alcohol-related crashes when offenders have no insurance.

57) Show the public the social and legal consequences of Youthful Offender Laws which are supposed to prevent the "stigma" of a wrongful deed from damaging the reputation of young offenders. These laws provide for the "child-like" treatment of persons under the age of 21—the very age group which is over represented in alcohol-related highway crashes: 1) young adults are released or charged with some inconsequential act of "using poor discretion", or are given light sentences which would allow them to drive drunk again; 2) the public is not informed about the outcome; 3) the driving record is expunged at the age of 21 where, if the offender drives drunk again, he is tried as a first time offender; 4) closed hearings are conducted without the knowledge, presence, input or representation of the victim or survivors. When the hearing is over, the case is closed and the record is forever confidential. This procedure abolishes all rights of the victim. The victim is deprived of due process under the law—an issue with great compelling public interest. Why make it illegal (in this age group which is the leading cause of alcohol-related accidents) when the sanctions are going to be "child-like?" How much of a deterrent can it be? New laws would be worthless. Courts will increase the use of the act.

58) Show that the public should expect (or encourage) judges to "reflect the community conscience" (or consenses) in sanctions they give to offenders. "If obscenity laws can be defined by the community, so should drunk driving laws." There is a "compelling public interest" to have tougher sanctions.

59) Show that the law does not distinguish between a truck driver who makes a living at driving 100,000 miles each year who drives drunk, and the housewife who drives 4,000 miles each year. The need for a driver's license to keep a job is not above the safety of the public.

60) Show the importance of letting enforcement agencies and other countermeasure groups (prosecutors, judges, probation officers) know the "public will." While they are trying to solve the drunk driving problem, they need to take action which reflects the "sentiments of the community", "the community conscience", and the "will of the people"; the "sense of the community."

61) Show the drunk driver costs; to the offender, to the government, and to the citizen.

62) In the future, it is possible that judges may sentence offenders to install a special device in their cars such as a device developed to test the reactions of astronauts called the "Critical Tracking Task." It is being adapted to test the sobriety of drivers. If a driver fails the test, the car is designed so it will not start, or will operate only at low speeds or trigger an alarm system to alert other drivers and enforcement officials. The device is not intended to be standard equipment in cars, but could be installed in cars driven by convicted drunk drivers.

63) Start a new activist group called GLADD (Good Laws Against Drunk Drivers).

64) Show that the criminal justice system today "doesn't see white", "doesn't see black", "doesn't see brown", "doesn't see someone who is 'as pure as the driven snow'—or has never been in trouble with the law before", "doesn't see someone who needs a driver's license to keep his job"—they see a person who is guilty of the criminal act of drunk driving.

65) Show that there is an urgent need to amend bankruptcy laws in some States. The present bankruptcy law does not permit escape from a debt resulting from a judgment as a result of "willful or malicious injury;" but courts have held that in the usual drunk driving case, the debtor was not "willful or malicious." This makes it possible for drunk drivers who have injured, killed, or caused property damage to escape civil liability for their actions by having judgments against them discharged in Federal bankruptcy courts. This constitutes an unconscionable loophole which is now getting attention.

Consider, for example, the case of a Jefferson County, Mo., man who, according to the St. Louis Globe-Democrat, was ordered to pay $600,000 to the families of three teenagers, two of whom were killed and one who was paralyzed for life. The offender, who had been convicted of drunk driving three times in the year preceding the accident, crashed head on into the teenagers' car. He was convicted of manslaughter, but received probation rather than a jail sentence. Here, a repeat offender who devastated three Missouri families, sought to be relieved of civil responsibility as well. As soon as the families were awarded their judgment, the guilty driver marched across the street to the Federal courthouse and asked the bankruptcy court to absolve him of financial responsibility for his deeds.

In short, the bankruptcy laws should be changed to designate DWI as a willful, malicious act, so that DWI offenders cannot avoid making reparations by claiming bankruptcy.

66) Several States have laws which make it unlawful for a person to loan an intoxicated person a car.

67) Some State courts have held automobile passengers responsible for vehicular wrongdoings. In one 1977 Ohio Court of Appeals (9th District), the Court upheld the aggravated vehicular homicide conviction of a passenger in a car involved in a fatal accident while fleeing the police after attempting to cash a stolen check at an Akron, Ohio bank. According to Ohio law, "no person, operating or participating in the operation of a motor vehicle shall negligently cause the death of another." Then, in July, 1983, a Lakewood, Ohio prosecutor charged the driver and passenger with the vehicular homicide with specifications of being under the influence of alcohol. The charge is a first degree misdemeanor.

68) Use liquor warning labels where appropriate. An example of a label could include:

WARNING,
Using This Product:
Too fast may cause sickness or death;
May impair driving ability;
May create dependence or addiction; and
During pregnancy may harm the unborn.
LEGAL AGE REQUIRED FOR PURCHASE

Communicators, the closest we can come to "putting warning labels on liquor bottles" is to put messages on liquor bottle bags.

69) Show how one local citizen action group asked new car dealers to put "warning labels" on their cars e.g., "This device, when combined with alcohol, can be dangerous to your health." Some feel this is a useful idea as it is not possible to put warning labels on liquor bottles at this time.

70) Show how long your State motor vehicle division (DMV) keeps track of DWI convictions; some States have increased it to five years or more. This means motorists convicted of DWI must avoid additional convictions completely so they do not face the stiffer penalties that go with second and third convictions.

71) The two things you never want to see is how sausage is made and how State legislators change drunk driving laws.

72) Show that the power to have the right to drive is more important then drinking and driving.

73) Russian: the Soviet police carry a pocket hole-punch and punch a hole in a driver's license immediately after an infraction is seen. Three punches, and the license is lifted only to be returned upon completion of a requalifying course. This method certainly would remove the possibility of drunk drivers being allowed on the road time and time again after having had several accidents. "Punch three and you're out" could lower the accident rate on our roads.

74) Some drunk drivers have been convicted of murder. To obtain a DWI murder conviction, you must prove that the driving itself was so reckless it amounted to "implied malice." "Just being intoxicated isn't enough."

Parent and Youth Messages

1) Show that parents and older adults are concerned about the well being of their teenage children both as drunk driver victims and as drunk drivers. Show ways parents manifest this concern.

26, 32, 40, 42, 43, (53), 59, 67, 70, (73), 76, 83

2) Show young teenagers that it is "OK" to refuse alcohol. "No" is respected. "I'm tough enough to say, no." Society is changing—it has become the era of individuality. No longer is a person thought to be unsociable if he says NO to drinking or limits his drinking to one drink at a social gathering, especially if he is driving.

42

3) Show youth that drinking reduces driving skills and causes them to lose control, look foolish, and be embarrassed in front of their peers.

42

4) Describe parent-teen safe transport agreements, such as a buddy system, a designated driver system, a "family pact for life", a no fault agreement or develop a teen-parent pick-up driving pool. Parents or friends' parents will come and get you at any hour, any place, no arguments, no questions, no reprisal, no idle threats, and no laughing, making fun or teasing the young adult. The parent does, however, reserve the right to talk about the matter at a later date. Remember, these agreements are for passengers and/or non-drinkers as well as drinking drivers.

NOTE: An alternative method for implementing the safe transport agreement is to have it understood that the parent will automatically pick up the young adult at the party (where drinking is going on) *unless* the young adult calls first. This technique indicates parental concern and an increased awareness of drunk driving issues. Show "one of the greatest fears parents have is of hearing the telephone ring late on a weekend night."

NOTE: Show parents that while they can have a rule with their teenagers about not drinking, there is a difference between breaking a rule and wrecking a car or killing someone. Parents must suspend criticism when young adults find themselves in this situation and be compassionate and helpful. Parents should show teenagers that "while we don't want you to drink, we'll be there the moment you need help." Make sure your teenager knows that you consider their safety more important than getting the car home.

NOTE: Show parents that contractual arrangements between parents and children should be handled carefully. Show it is the personal contracts that really count—the private ones we "write as volunteers and sign as partners." They work best in a family atmosphere where everyone can talk about sex and drugs as freely as they talk about alcohol and drunk driving. "More homes have rules about smoking and cigarettes than have rules about drinking and driving."

NOTE: Show that many parents feel it is more important to have a "safe rides" program with one's parents than with the school or community. Some feel there are *disadvantages* in the promotion and operation of "safe rides" programs for young adults outside of the home. These include:

- Messages in program brochures often equate having a good time with drinking (perhaps to excess). For example, "We want you to have a good time, but we want you home safe." Since when is liquor tantamount to having a good time?

- In States with 21-year-old drinking laws, the program condones breaking the law. There should be no such program for underaged drinkers. In a sense, the school becomes an accomplice to the criminal act of drinking under age.

- Some programs have been teaching the responsible use of alcohol (i.e. know your limits) rather than teaching abstention. While many feel this is a more realistic approach (kids drink and will continue to drink), others feel it is morally wrong and certainly illegal in those States with a high drinking age. Several student organizations have been criticized for promoting the "responsible use of alcohol" philosophy.

- The program encourages the deception of parents regarding their child's drinking by promising confidentiality. Parental knowledge, guidance and responsibility is abrogated.

- The program policy of confidentiality does not permit the reporting of parties or incidents where drugs and/or use of alcohol by minors is taking place. This means the school program is an accomplice in a criminal act.

- The program has no clear policy for handling unmanageable drunks. One program policy is to warn the drunk (how does one "warn" a drunk) three times to behave and, if that fails, the driver stops the car and puts the passenger out—anywhere. Should something happen to the inebriated teen, who is responsible?

- Show that one disadvantage of parent-youth cab services (e.g., "Dial-A-Teen") is that some claim the service is sending a signal to teenagers that if you drink too much, parents will be there to "bail you out."

NOTE: Safe Rides programs are not designed for only drinkers. Passengers of drinking drivers are also encouraged to call ("Don't be drunk drivin' "). Call it "Safe rides/safe rider's program." Encourage the use of buses to safely transport groups of young adults.

5) Show young adults it is important to overcome the embarrassment of calling parents. Show teenagers that "it is less embarrassing to call parents from a party than to call them from a police station."

6) Show the need for parents to deal with the problem of drunk driving, for themselves and their children.

7) Develop parent awareness of drunk driving issues and the high risk of accident involvement of teenage drivers with or without the use of alcohol.

8) Show youth how parents avoid or deal with drunk driving issues.

9) Have youth communicate to other youth about drunk driving issues. For example, have a teenager who was involved in a DWI accident talk to his peer group or have teenagers walk through a shock trauma unit in a hospital to meet victims of DWI to learn about the effects of the accident on their lives. Some programs, called "Scared Straight", attempt both to shock and educate youth about the hazards of drunk driving (e.g., spend time on an automobile wrecker, talk with a paralyzed victim, etc.).

10) Show the importance of parental role modeling in instilling drinking and driving behaviors. Raise "good parenting" and "tough love" issues and philosophies. "Wouldn't it be nice to be able to license parents before they are allowed to have kids—we could turn the drinking problem around in one generation."

11) Show that, if young adults need to drink, drink at home or a place where driving is minimized.

12) Show that, in addition to the effects of the alcohol itself, there are also correlations between some sociological and group behaviors which might help explain why our young adults between the ages of 16 and 24 drink and drive and cause a high percentage of highway crashes. These include:

- They are relatively inexperienced drivers with insufficient skills. Driving is not yet part of their "subconscious reactive system." Even before alcohol compounds the problem, teenagers are already overrepresented in the general "problem driver classification." Their chance of having an accident is already higher compared with adults.

- These drivers seldom receive any education in the control of the vehicle under adverse or emergency conditions, in anticipating road problems and taking evasive action, etc.

- While it is true that young adults have better, more finely tuned muscular control than older adults, adults will get into fewer accidents because they have better judgment in anticipating road problems. Judgment is key to avoiding an accident.

- Because driving is new, many youth drive more miles *socially* each year than most adults. The chances of them having an accident is already proportionately higher.

- When they drink, they usually drink in cars or drink away from home so they can enjoy some privacy. They often drink in unsupervised settings.

- When they drink, they do not always eat or have the money to spend on food, which would help to slow the effects of alcohol. Many have poor eating habits, especially when they drink and party.

- Drinking is also a new experience and many have not learned to pace themselves, consistently underestimate (consciously or unconsciously) the amount they have had to drink, they don't count or measure their drinks (do not relate to jiggers or ounces), they can't judge when their driving ability has been impaired and they do not consider themselves to be drunk until they are far beyond the legal level of intoxication (falling down drunk). They don't realize that mental controls will be affected before their physical controls, and, of course, their tolerances are low.

- Young adults also drink fast (in addition to not pacing themselves) because the "faster the drinking the greater the buzz."

- Since they generally have less body fat, a given amount of alcohol will affect them proportionately more than it affects adults.

- Young adults are more apt to use driving as a means for expressing anger or aggressive urges. Teenagers are easily bored and have a strong need for activity or a way to vent this frustration. They use drinking and careless driving as a means of demonstrating one's masculinity or as a "rite of passage" into adulthood. Young men seem to be more aggressive drivers than young women.

- Unlike many adults, teenagers have a tendency to drive faster when they've been drinking. They are often under peer pressure to drive fast. "Speed and drinking is a deadly combination."

- Young adults are experimenting with alcohol at an earlier age. Our youth learn to drink at the same time they learn to drive. They see drinking and driving as being interrelated.

- Driving is a recently learned skill. It is known that when someone is drinking (or tired, under the influence of medication, or even in a poor mood), the most recently learned skills, like driving, are the first to be affected. "Last learned—first lost."

- Many 16 year olds, especially boys, have crashes because they simply are not as physiologically or emotionally equipped to handle abnormal driving conditions or take proper evasive action.

- Young adults can experience power and autonomy with a car and alcohol seldom afforded in other areas of their lives.

- Show the value of limiting who teenagers would carry with them as passengers. There is some evidence that the presence of a large number of young adult passengers in the car is associated with increased crash risk among young adult drivers (many feel they are motivated more by peer pressure than respect for authority). However, one study reports just the opposite—that young adults seem to recognize the group dynamic and drive more carefully. At any rate, it is an issue parents and young adults should keep in mind.

- They do not wear safety belts, especially when they have been drinking (this would cut fatalities in half). "Stop taking a belt, start using a belt."

- At times, teenagers change drivers several times during an evening. So, the probability is higher that someone who has had too much to drink, at some time during the evening, will drive.

- Driving where alcohol is being served is one of their major forms of entertainment. This also means that they drive near other drunk drivers. This is especially true when they are en-route to distant bars.

- They drive at times of highest risk (the highest fatality rates occur on weekend nights where a high percentage of young adults under 30 are on the road after drinking). Thus, young drivers stand a good chance of *causing* or *being involved* in an alcohol-related crash due to their exposure to risk.

- They drive high risk vehicles. Some are in ill repair, have inappropriate and unsafe equipment, are under-braked and over powered. "Some youth drive cars with 'maximum performance' even though they have 'minimum driving experience.'"

- Young adults have a tendency to drink for recreational purposes rather than to relax or to relieve tensions. "Young adults drink to prepare for activity, adults drink for repose."

- Young adults generally feel "immortal" or immune to bodily harm or death and will take more chances when drinking and driving than older adults.

- Some young adults use drugs with alcohol.

- Young adults do not like to lose control or at least admit to losing control in any social situation, often overestimating or denying their poor driving ability. This can lead to reckless or risky driving (they figure if they can get pass the first patrol car in their condition, they have passed the driving test).

- Many young adults are not concerned about how much they drink since they feel they have an inordinate ability to handle virtually any amount of liquor before it affects their control of a social situation or their ability to drive. "They think in terms of their *ability to handle* liquor as opposed to the *amount* they drink."

- Many young adults do not consider beer to be as intoxicating as liquor. "Since I'm driving tonight, I better stick to beer."

- They drive at night when they are tired. Drinking while tired often accentuates the effects of alcohol.

- When they drink, some young adults are pressured into drinking "toe-to-toe" with others whether they want to or not.

13) Show that "those who tolerate the death of our youth, tolerate the death of our future."

14) Show that some communities are asking the parents of new drivers to fill out a questionnaire informing them about the importance of talking with their children about alcohol and driving.

15) Some student organizations have been successful in getting the Governor on their task force or committees.

16) Show that, in addition to highway crashes, a high percentage of vandalism, fights, and accidents occur on college campuses when individuals have been drinking.

17) Show how one young adult threw a demonstration drinking/driving party. He hosted a large beach party and had all his guests turn in their keys when they arrived. After the

party, the keys were given to those who were fully able to drive home safely.

18) Show how young adults get behind an issue like drunk driving. Young adults like to feel unity among themselves. Many feel that it is a youth problem; youth must solve it; youth must take the initiative; youth must sustain the effort.

19) Since those under 21 commonly perceive little personal risk of injury or, especially, death from crashes, messages might emphasize the likelihood of the DWI arrest or sanctions rather than safety risks.

20) Show the importance of delaying the first incidence of drinking and of drinking and driving. Some parents have their children pledge that they will not drink and drive or drink at all until they are 21.

21) There is a saying, "Kids need a reason or an excuse to be good." This would be a good opportunity to have the young adults sign a pledge card expressing a commitment. Parents should provide that opportunity when they see their sons and daughters face peer pressure to drink and drive.

22) Encourage young adults to be intervenors with their parents. One campaign used "love" buttons which said, "Don't drink and drive, Mom and Dad, my life depends on it" and "It's 11 o'clock, do you know where your parents are?" Let young adults know that it is alright to let their parents know they feel "uncomfortable" when parents drink and drive. Tell youth to tie into the REDDI program and report their parents.

23) Show young adults that "it is no longer cool to have to stick it out if you have to drive home with a drinking driver" ("We are redefining what's cool."). "Don't ride with a friend who's been drinking heavily." "Don't be drunk driven." "Drive with a dry driver." "Don't lose your choice." "Don't let someone make you lose control over the situation."

24) Show young adults how to get active in the local/state program. They should make certain they are represented on their State Task Force and citizen advisory committees. They could join (or form) a SADD (Students Against Driving Drunk) chapter in high school or college.

25) Show that youth, even if they are under voting age and/or driving age, can still be involved in drunk driving issues by making their views known about proposed law changes, community morals, attitudes, and countermeasure efforts.

26) Show that many young adults do not consider beer to be as intoxicating as liquor.

27) Show the effects of alcohol on judgment and coordination by using video games. Have a drink-in with one of the best electronic game players and show, after a baseline score has

been established, how skills diminish proportionate to the number of drinks. While many games can be used, a car and road game is preferable.

28) Publish the parents' names along with the young adult's name in the newspaper as an added deterrent.

29) Show that the purchasing of alcohol for minors (a serious problem in many areas of the country) is one of the major causes of highway accidents. Typical excuses offered by minors include:

- "Excuse me, I left my I.D. at home. Would you buy me a six pack?"
- "My mother needs a bottle of wine for cooking. Would you buy it for me?"
- "If you'll buy me a bottle, mister, I'll buy you one."

Describe the sanctions in your state when an adult is caught doing this. "This is not a minor problem." "Please, don't buy booze for kids." "Buying for minors kills people." "Parents who care don't serve minors." "Parents, don't serve minors alcohol beverages. It is unhealthy and unsafe for your children and shows them your contempt for the law."

Also, show the advantage of a "safe homes" program. Here, parents are encouraged to refrain from serving, or allowing to be served, alcoholic beverages to young adults at parties or gatherings in their home. Publicize the names of those families signing the "Safe Home" pledge which promises to serve only non-alcoholic beverages and mixed drinks. These mixed drinks are classified as "Drinks for Drivers", "Ones for The Road", NAD (Non-Alcoholic Drinks), ANA drinks (Attractive Non-Alcoholic Drinks), "NAP Parties" (Non-Alcoholic Parties), and the like (champagne, beer, and liquor "look-a-likes" are not considered inappropriate). These are drinks with "zip" without the "zap." These should be attractive, fun, colorful, tasty drinks in tune with the event and season. A host/hostess who makes needed comfort zone for non-drinking guests. There are many sourcebooks for recipes, including: *The Non-Drinkers Drink Book, A Guide to Mixing Non-Alcoholic Drinks,* by Gail Schioler and *A Toast to Sober Spirits and Joyous Juices,* by Jan Blexrud.

Part of the "safe homes" policy and "responsible hostessing" policy is not to allow liquor and beer advertisements in your home or business establishment. Discourage the use of lights, clocks, and signs (indoor and outdoor) which promote a beer or brand of liquor.

30) Parents should show young adults that "when there is a temptation to use alcohol and drive, please *think*—first about your responsibility to yourself, your body, your mind, and then *think* of your family and of all those who really do love you, and then *think* about the other person; the person that may be injured or killed because you used alcohol and drove. Don't ever say it can't happen to me,

because sooner or later either your life or someone's close to you will be changed by someone drinking and driving."

31) Show that fake proof is common. There have been ads in some motor magazines which say that fake I.D.s and driver's licenses are available. They will even use individual photographs. The ads say it will be available with any date, state, and address. Borrowed driver's licenses and changed driver's licenses are common. One can go to a driver's license bureau, claim to have lost it, pay $4.00 and simply change the expiration date on one for getting into bars. One State considered taking a different style photograph or using a special colored paper for underaged drivers so that it would be virtually impossible to alter the license.

32) Show that some parents are more tolerant of their children drinking than using pot because they believe it is "safer", less criminal, less habit forming, less dangerous (having to deal with those who sell drugs), and generally less objectionable. One parent regularly approved "keg parties" so that his teenage son and friends would use alcohol,rather than drugs. Some parents use a "trade-off" strategy by saying, "OK, you can drink, but don't drive." Show the negative effects of both. Discuss the effects of drugs on driving as well as on health.

33) Show that it is possible to use a *positive peer pressure* intervention program to help youth avoid drinking and driving.

34) Show that there is much evidence proving that where legal drinking ages were lowered from 21, there was a great increase in youth drinking and driving. Then, when the limit was raised to 20 and 21, such as in the case of Michigan, there was a reduction. It would help if there were a uniform age of 21 across the country. Other legislative approaches require a lower blood alcohol level (.05 percent) for teenage drivers, nighttime driving curfews, conditional licenses at age 16, and special DWI training.

35) Show that a State or community can impose a Cinderella License as a way of reducing alcohol-related crashes. Here, 16 and 17 year olds are given restrictions or a conditional license. Young adults are limited in the following ways: 1) they are under a curfew and cannot drive at night or during early morning hours; 2) they are permitted to drive to work, evening classes or church events; and 3) they may drive with a parent or a licensed driver over 21 years old during these hours. If these rules are violated, they may not get a regular license until they are 18 years of age.

NOTE: If your State does not have this type of law, encourage parents to use their own discretion about the maturity of their children before allowing them to get a license or to indiscriminately drive their family car, especially during nighttime hours.

36) Show parents that it is difficult to instruct young adults to take special measures when they drink and drive without,

at the same time, seeming to condone drinking itself. (It might be analogous to sex and birth control. How does a parent justify talking about birth control without encouraging pre-marital sex or seemingly admit that pre-marital sex is an eventuality). Some parents have prefaced their remarks with such phrases like: "If you must drink", "If you need to drink", "If you choose to drink", "We don't want you to drink, but if you do...", "We don't approve, but...;" "When it comes to the time when you have to make your own decision to drink and drive, please be prepared", "We don't believe that liquor is necessary for having a good time."

37) Show the importance of taking steps to outlaw the advertising and promotion of alcoholic look-alike drinks to young adults. Several drinks on the grocery store shelves are non-alcoholic ("sparkling grape juice") champagne look-alikes. One food manufacturer promoted this drink directly to high school Athletic Directors saying "it gives teammates a chance to revel in their success and an opportunity to congratulate one another for a job well done. An integral part of any victory is the celebration afterwards."

38) Show the importance of telling youth not only to wear their belts when they drive as a protection from other drunk drivers, but also to wear their belts if they drink too much and drive as a protection to themselves (It is estimated that close to 50% of all serious injuries from alcohol-related accidents can be averted if belts are worn.). Parents, of course, must express this in such a way so as *not to condone drinking in the process* or imply that belts should *only* be worn after drinking. Typical ways to communicate this to young adults might include: "If you must or need to drink...", "If you find you have made a mistake and have no other transportation or someone to drive you..." and the like. "Don't take a belt—use a belt." (NOTE: The use of this strategy alone is risky and should be used in combination with others.)

39) Show youth offenders giving speeches on drinking and driving to peers, etc., as a form of "restitution sanctions." Communicators should try to capture the emotions of these events and how the offender is having to live with knowing he has snuffed out someone's life.

40) Show young adults the importance of monitoring (counting) how much you drink because you never know when you are going to have to drive. (It is known that young adults change drivers several times during an evening.)

41) Show the techniques for the proper operation of a college pub (Please see publications by the U. S. Brewers Association called "National On Campus Alcohol Education Manual" and "Six Keys to Operating Responsible Pubs." Another publication currently is being produced under contract to NHTSA dealing with bartender training).

42) Show the importance of offender restitution sanctions for youth offenders. Rather than imposing typical community

service sanctions (e.g., raking leaves, painting, etc.), penalties should have some educational value for the offender, his peers, and others in the community (e.g., speaking to others about drunk driving, serving on panels, focus group work, volunteer work with police, big brother, working in a hospital emergency room, etc.).

43) List extra tough sanctions for young offenders who drive after losing a license.

44) Show young adults that "you are drunk before you think you're drunk."

45) Young adult public information themes include: "The high is temporary but death is permanent"; "Teenagers are dying for a drink"; "Our happy hour turned into a tragic hour"; "One for the Ditch"; "You have to be tough to say, no"; and "Prom time, not jail time."

46) Show the importance of going out in couples or groups, (to practice a "Finnish (Finland) system"), where someone is designated as the driver—the non-drinking driver of the evening. Start an "I'm the Driver" or "Dry Driver" campaign.

47) Show that some young adults understand that it is the drunk driver who walks away from the accident. This contributes to a false sense of immortality that leads to risky or reckless driving.

48) Show that one disadvantage of parent-youth cab services (e.g., "Dial-A-Teen") is that some claim the service is sending a signal to teenagers that if you drink too much, parents will be there to "bail you out."

49) Show that the percentage of deaths of teenage passengers is about equal to the fatalities of drivers. Young adults should be encouraged to confront directly the drunk driving situation, express their opinion and feelings toward the situation and understand they have a right to refuse a ride with a drunk driver. "Don't be drunk driven'!"

50) Show young male adults some "lines" that might prove very effective when trying to pick up a woman at a singles bar. One might be, "I've only had one drink and I can drive soberly" (i.e. "I'm not a potential drinking driver like the rest of the men here").

51) Show youth that teenage driving misconduct can cause problems for parents in keeping insurance on family cars at regular premium rates and may result in their being unable to drive family cars (see discussion of insurance under Sanctions and Costs).

52) Show how many fraternities on campuses have stopped so-called "drinking trips."

53) Show how youth no longer think it's cool to say "Hey, I got

so drunk the other night, I don't know how I drove home." Society doesn't think this is funny anymore. Social norms are beginning to change. "If you hurt someone in a drunk driving crash years ago, your friends would have sympathized with you—*no more*."

54) Show youth that it is no longer necessary to build friendships based simply on whether someone will drink with you. "You don't have to drink 'toe-to-toe' to keep a friend."

55) Show youth that if you must drink, you must learn to adjust to your personal limitations as well as your physical tolerance for this relatively unfamiliar drug called alcohol. This is especially true if you plan to drive.

56) Show young adults you do not take something into your body without knowing what it is—and how it affects you (your organs) and your ability to drive.

57) Show that prom night is a time to take special precautions. First, prom night is more than just the dance (It's often more than one night long.). The festivities often start before the prom and then last well into the night, and often through the next day. Second, since few drink at the dance itself, special forms of transportation should take place after the dance on the way to parties (often more than one), on the way to breakfast (a champagne breakfast) the next morning, on the way to the beach or a picnic the next day, and the like. Thirdly, it is at this time when individuals have had too much to drink, they are tired (further compounding the effects of alcohol) and most likely to get into an accident. Show that it is the night they want to last forever. It doesn't seem to last long enough. The continuation of drinking through the evening, the champagne breakfast party and being tired can be a deadly combination if they drive.

    NOTE: Public information efforts could include: 1) putting messages in with senior report cards; 2) messages on the back of prom tickets; 3) messages with any prom night posters and other communications; 4) messages in tuxedo rental shops (in vest pockets, posters, etc.); and 5) messages in flower shops and corsage boxes.

    Ask the graduation speaker to mention drunk driving issues in his/her speech.

58) Show the importance for young adults to take a DWI prevention course in order to get a driver's license. Georgia is the first State to have this law. Germany requires 15-20 hours of intensive lessons and tests before their young adults get a license to drive. Maybe we should make it tougher for our kids.

59) Show that with new drinkers, if you drink and drive, you take the risk that your driving abilities and blood levels are different from what you judge them to be.

60) Show that "parents have two great fears: 1) waking up some

morning and coming to the realization that your child was killed by a drunk driver; and 2) *not* waking up one morning because the world was destroyed by a nuclear war."

61) Show that 15 to 18-year-old young adults have had to learn two complicated skills at the same time during their life: how to drive a fast-moving, multi-ton, often high powered vehicle safely, as well as drink at the same time without any lessening of the first skill.

62) Show young adults that every party does not have to be a mandatory drinking contest. These parties are more like amature night for alcoholic types.

63) Show that parents should encourage their kids to drive their own car so as not to be endangered by being "drunk driven'!"

64) Show parents that it is more effective to take advantage of naturally occuring events to start a discussion with their teenagers about drinking and driving (e.g. someone from school gets caught, an article in the newspaper, when adults are planning a party).

65) Show parents the importance of telling their children their position on drunk driving issues. Too often parents do not let their kids know it. Often it is only surmised during punishment.

66) Families should not try to supress information to the press about the use of alcohol by their children if an accident occurs. It would serve as a deterrent to others.

67) Parents should invite their children to help plan their next party. Here the children can see how alcohol is used responsibly and what drunk driving countermeasures are in place.

68) Show young adults that they are not totally responsible for the high number of alcohol-related deaths and injuries on our highways. Adults have been responsible in the following ways: 1) they have created all the advertising targeted at young drinkers; 2) they have shown young adults that "alcohol is not a drug"; 3) they are often poor role models—saying one thing to their kids, then practicing a more aberrent behavior; and 4) they would rather have their kids on booze than drugs, etc. Here it is important to show youth that they must have a key role in solving the drinking driver problem.

69) Show youth they have power individually and collectively. They are the best groups of young adults in the history of our country. They are more health and safety conscious than youth of the past. Primary responsibility rests not with these young adolescents, but with the adults who often serve as poor role models. "Adults have been aware of youth drinking driver problems for years and have not solved it—it's time for the youth to get involved and/or take charge."

70) If you took the alcohol from a shot of booze and put it on an open wound — it would "burn like hell." What do you think it is doing to your internal organs. Then if you did it again to the same opened wound, it wouldn't hurt as much because some of the nerve endings have been killed. The natural defense mechanisms have been eliminated and your body is unprotected. This is what is happening to the inside of your body.

71) Show young adults that they do not have to follow anyone's drinking patterns in order to "gain respect", or "indicate friendship."

72) Show young adults that because the effects of drinking and driving are so well known, a young person who participates in this irresponsible act is likely to be an irresponsible or careless person in other phases of his/her life. On the other hand, a person participating in anti-drunk driving behavior shows maturity. This may symbolize a responsible person in other phases of his/her life and serve as an "index of maturity." For example, "the acceptance of a ride home is a sign of maturity", not a sign of weakness or a childlike "can't take care of myself" attitude.

73) Make sure your teenagers know that you consider their safety more important than getting the car home.

74) Parents might remember that teenagers often need "an excuse to be good." This is why a family pact or a written safe transport agreement or pledge may be particularly effective. Teenagers *want* parents to talk to them and establish agreements, especially if the responsibility is shared.

75) Many young people are more aware of traffic safety issues than their parents. One high school student said her main concern was how to handle the adults who get drunk at her parents' parties. Students feel they need to educate their parents, rather than the other way around. Yet many say they depend upon support and structure from parents in dealing with the uncertainties of being a teenager and in resisting the pressures of the gang. In general, young people seem willing and eager to *join* with their parents and other adults to work on meaningful approaches to reduce the threat of a crash.

76) Show parents the importance of establishing a caring attitude. Parents must build a relationship with their children and accept the responsibility for those relationships.

77) Show parents they should feel free to define their role and actions to their children about curtailing the drunken driving problem in the family. Parents must express to their children how they plan preventive measures, how they plan to detect use, penalties, their own safety and prevention efforts (e.g. during adult parties), and the children's responsibilities. If the children are asked to take an active role, they will develop more "ownership" of the idea for a longer lasting effect.

78) Make activities available in which individuals can engage to reinforce development of responsible attitudes. Parents must provide some socially available alternatives to drinking and driving if prevention-oriented approaches to the problem are to be successful.

79) Since attitudes are formed during the early stages of an individual's development, responsible attitudes about the use of alcohol ought to be addressed during early development.

80) Parents must realize that that prevention programs tended to evidence greater success in environments other than public school settings.

81) Make your child aware of the influences to drink and drive: societal expectations to drink, drinking habits of peers, mass media messages, lack of alternatives ("nothin'-to-do-but-drink syndrome"). Parents should deal directly with these relationships.

82) Parents should seek out information, means and social support to overcome their feelings of impotence about their teenagers and the drinking and driving problem. Parents should not put the onus of responsibility for mitigating the problem on the schools, legal system, or government.

83) Show that some young adults on drugs often drink alot to cover-up the visible effects of drugs.

Intervention Messages

1) Encourage the public to acknowledge responsibility and the necessity for influencing friends/relatives not to drive (or walk) after drinking.	11, (15), (18), 24, 28, 33, (41), 44, 45, 46, 47, 48, 49, 51, 52, 54, 55, 56, 57, 58, (59), 60, 61, 62, 63, 65
2) Show that intervention works as a way to prevent death and injury as well as to keep friends from the embarrassment of getting stopped and arrested by the police.	
3) Show that person-to-person communication/persuasion has a higher likelihood of influencing drinking and driving both at the time of the drinking incident as well as before drinking starts, e.g., in New York, RIDD suggested to parents that they talk to their teenagers before the senior prom.	
4) Encourage the wife, boss, friend, or respected business associate to talk with potential drinking drivers to discourage them *before* the drinking incident. Person-to-person persuasion, especially coming from a significant other, has a high likelihood of influencing drinking and driving.	
5) Increase awareness of the drinking driver problem during parties around holidays, birthdays, and special holidays. Make sure that soft drinks and food are available where	(22), (24), (44), (46), 50, (58)

alcoholic beverages are being served, dispense the regular or minimum amount of alcohol in drinks, close the bar at least an hour before people leave to drive home and arrange a ride for anyone who has drunk too much.

6) Show that hosts and bartenders may be legally or morally responsible for injuries or deaths suffered by guests or patrons under the Dram Shop laws if they allow people to drink too much. (62)

7) Encourage bartenders and waitresses to ask patrons politely, "Who is driving home today?" Some restaurants in other countries do this routinely as a good-will gesture as well as an indication to authorities that the business establishment took "due care" when serving liquor. It also helps to "indemnify" the establishment if subsequent drinking driver problems or accidents arise. Show the value of encouraging bartenders and waitresses to be "friendly advocates" of safe driving. (62)

Some of the rules for waiters and bartenders to follow when refusing to serve a drunk patron include: A) you have the right and duty to refuse the sale to a person who is intoxicated or underaged—show that waiters/waitresses have authority with no need to appeal to the manager; B) be courteous but firm, avoid confrontation and don't bargain or back down; C) don't use words like "drunk" or "loaded"; D) if in doubt don't sell, it's safer to refuse the sale to someone who is not intoxicated than to sell to someone who may be; and E) don't judge or appear to judge the customer's condition. This would include statements like "you've had too much." Instead use language such as:

- I'm sorry, I can't sell you this. It could jepoardize our license.
- Police are cracking down, and I can't sell this to you.
- I might lose my job if I sell you this.

8) It is a custom in some countries to have one person at the table in a restaurant turn over their glass early on in the evening to indicate they will be driving home (designated driver).

9) Show that refusing to serve more drinks to a drunk bar patron is normally not poor for business. Patrons have a tendency to leave or not return if others in the establishment are rowdy. Show that "You will never 'lose' a customer if you refuse to serve more drinks." In addition, if the police are called, you might ask them to send a patrol officer in plain clothes to further minimize disruption.

10) Show that there is great variability in how individuals show "impairment." In fact, there is no operational definition of impairment. Also, most people find it hard to judge when a person is impaired. So, if you want to intervene, do not hesitate. When in doubt, intervene and drive the person home.

11) Show that there are specific ways to deal effectively with people who have had too much to drink when they want to drive. "You'll know when." (46), 51

- Offer to drive home a stranger, casual acquaintance, close friend, or business associate. (45)
- Offer to drive a heavy drinker home from specific locations (bar, home, business, reception). 28
- Call a taxi for a stranger, friend, relative or business associate. (Keep in mind that there is no taxi service in many areas of the country). 33, (45)
- Invite a relative or close friend to stay over instead of going home. (45), 48, 63
- Take keys away or use some physical restraint with a stranger, casual acquaintance, close friend, or business associate. (28), (44)
- Call police if other intervention techniques fail.

12) Encourage people to treat seriously conversations on drinking and driving particularly when others might be casual about it.

13) Ask the public to report to authorities stores or bars who sell alcoholic beverages to minors.

14) Ask the public to intervene by calling police on a CB radio or mobile ham radio when they see a drunk driver on the road. Use a 'roadside telephone.

15) Show ways to detect or recognize impairment (see list under Effects) in other persons so as to know when to intervene. This would include getting sleepy, giddy, or talkative.

16) Help the public confront the perceived drawbacks of intervention (expectation of hostile reactions, personal rejection, and the like). (51), 52

17) Discuss the social acceptability of intervention. It is now a common practice. It is not bizarre or considered proselytizing. (51)

18) Show that when someone is drunk and about to drive, friends and loved ones *feel* it is a dangerous situation and *worry* that they will not make it home safely.

19) Do not even let your friends drive "impaired" as they will not be able to handle *emergency* situations on the road.

20) Show the need to support and help one another. Intervene with a friend. It is easier for two to intervene than one.

21) Show the importance of telling your friends about drunk driving issues such as the new drunk driving law, (e.g., "Your State's new drunk driving law is really tough. Who should you alert?")

22) Intervention themes include: "Friends don't let friends

drive drunk", "If you care, you'll find a way", "Get the problem drinker off the road, for his sake and yours", "When a problem drinker drives, it's your (everyone's) problem", "First a friend, then a host."

23) "Don't let it happen to someone you know" could be a viable theme. People may be more concerned about others than themselves. They expend more emotion toward others than themselves. They can imagine and will mourn another's death but can't imagine being killed themselves.

24) Any message or communications plan should include reaching persons in the general audience who have the personal means to influence a drinking driver. This person could be a peer, friend, business associate, respected member of the community, church or club, or any "significant other." Past campaigns have demonstrated that a "significant other" can exert more influence over those who drink and drive than media messages alone.

Many feel that the personal contact is particularly helpful with problem drinkers or "level two" drinkers. It is known that they are generally not influenced by media. It is felt, however, that the problem drinker would more likely listen and respond favorably to someone like a friend. Here it is thought that this type of personal contact provides some parallel dynamic found in more therapeutic situations.

Because these contacts are personal, they have high credibility and will usually add to the effectiveness of the total campaign effort. The "significant other" will reinforce the media messages, serve as a discussion partner to the drinker to help process media messages, and provide a way for the drinking driver to test the desired behavioral change out on others. By not limiting messages directly to target audiences, there might be an automatic multiplier effect of the campaign effort.

25) Show that most people would help a bleeding person or an epileptic. Why not stop a person from driving drunk?

26) There is a cab company in a resort beach area that is under contract to the bars to pick up only drunks. It's called the "Drinker's Buddy Buggy."

27) There are certain individuals who specifically go to bars to drink and to get drunk. They "expect" a ride home. Some bars could offer a ride home as a real service of the establishment.

28) Show that there is an implied social contract when people go out and drink together. In Japan, three men went out drinking, when they walked back home, one fell down and was left near a train track. The man, left alone by the other two, was killed by a train. The judge sentenced the two men to a two-year prison term.

29) Show the "informal controls" over the drunk driving problem. The social network, social fabric—friends, acquaintances, drinking companions, servers of alcohol, and hosts—must provide for the control that is lacking in the intoxicated person. The social network must function not only while drinking is taking place, but in other social contexts to make certain that group members understand their social responsibility for each other, the "social contracts" which exist, and their responsibilities within the legal system (third party liability, Dram Shop laws, etc.)

30) Show that the host of the party feels that "if anyone can walk a straight line out of their car before drinking, they ought to be able to travel the same route on the way back to their car when they're about to drive home."

31) If someone leaves a party and crashes, who's the guilty party? "Be a responsible party."

32) Dispell the notion that if a woman drinks too much and asks for a ride home, she is coming on strong or simply wants to be picked up.

33) Show how one intervention program supplied a driver who would drive the drinker and his car to the drinker's home where the intervenor would then be picked up.

34) Show how it is especially important to intervene with the person who is about to drive you home, e.g., "Don't be 'drunk driven'."

35) Show that when a tow truck is used, both the drinker and his car will be taken home. This is more convenient than having to get his car back in the morning.

36) Show that cabs are not expensive compared with personal injury.

37) Show young adults who babysit that they don't have to stick it out with a drunk parent who wants to drive them home after babysitting. Ask young adults to form a BSADD group (Baby-Sitters Against Drunk Drivers). Develop a "Babysitter's survival kit." Show how to handle drunk parents and still keep the job.

38) Show that some guests will not venture out at night to a party unless they know the host is responsbile and will take care of that person if something should happen like drinking too much.

39) Show the importance of intervening with someone you might consider only impaired. This is important because many of the overt signs do not always appear at the "impaired" level or at the "illegal" (.10) BAC levels.

40) Show that in many communities there are no taxis to drive intoxicated persons home. Other arrangements have to be made.

41) Show that some dedicated "career drinkers" are now going to bars in pairs—one drinking coke, and one drinking booze.

42) Don't be too shy or too proud to ask for help. If you've had too much to drink, ask someone to give you a ride. Or call a friend, your parents, your spouse, your brother, your sister. This may be embarrassing and inconvenient, but most people won't mind helping you *once*.

43) Drinkers voice a disadvantage to intervention. Many drinkers claim they get sick if someone drives them (nausia, dizziness, etc.), but don't feel sick if they drive themselves.

Self-Monitoring and Planning Prevention Messages

1) Dispell the notion that only drunks or alcoholics are arrested for drunk driving. Show that many different types of people, like yourself, make the mistake of drinking and driving each year. "If you make that mistake, you will be arrested, too."

2) Show the need for everyone to accept personal responsibility for drinking and driving. This includes developing maturity, self-control, knowing one's limits, and ego mastery. 24, 41

3) Show the need to confront the perceived drawbacks of monitoring personal drinking, e.g., having less fun at parties, not following the patterns of others in the group, and the like.

4) Show the relationship between drinking and one's own BAC. Include body weight, rate of drinking, eating while drinking and use of carbonated mixers. "Know your own personal limits." (20), (30)

5) Show the effects of alcohol on one's own driving skills, ways to detect impairment of your own skills and how to stay in control, and how it might change day to day. 42, 43, 59

6) Explain the legal definitions of "impaired" and "intoxicated" in your state/community, and help the public determine their own personal levels. Make the distinction between personal illegal and unsafe levels of BAC. 20, 30

7) Encourage drivers to make a personal decision not to use alcohol abusively while participating in traffic and to acquire values that are opposed to accepting the common practice of drinking and driving. 24

8) Show that if someone does elect to drink and drive, help them know when to say "when." 84

9) Show how it is socially acceptable to elect not to drink or to

ask for a non-alcoholic drink if none is offered. Show specific ways to refuse a drunk (hand over glass, etc.).

10) Show how it is now considered "socially acceptable" not to ride with a drinking driver. "Don't be 'drunk driven.'"

11) Show how it is socially acceptable to ask someone to call you a taxi, ask a friend to drive you home, and the like. (See Intervention Skills). 17, 39, (59)

12) Show how it is socially acceptable to ask someone in your group to be the "designated driver" for the evening. Take turns not drinking. Like a custom in other countries, the designated driver should turn over his/her glass early on in the evening to indicate that they will be driving home.

13) Demonstrate how to plan properly and host a party with regard to the serving of alcohol (see tips under Community). Involve youth in party planning to show how to use alcohol responsibly. 24, 46, 50

14) Show how it is acceptable to refuse more drinks to guests or bar/restaurant patrons who drink too much or to exclude heavy drinkers from parties. Do not help a problem drinker drink. 62

15) Show that if you must drink, drink at home or places where driving is minimized.

16) Show how some drinkers count their drinks especially if they are going to drive. (Here it is especially important for the host not to mix in double amounts of liquor when it is unknown to the guest.)

18) Show the advantages of taking only one drink per hour. Contrast this with taking more drinks per hour.

19) Ask the drinking driver to think about the people he normally carries in his car that he could kill if he drinks and drives.

20) Show how it is socially acceptable to ask friends to warn you when you are impaired or too drunk to drive (see Intervention).

21) Show that the definition of a good party is *not* how well the liquor flows. "Don't kill your friends with kindness." "Be a friend for life—drive your friend home."

22) Some self-intervention themes include: "Take a teetotaler out drinking tonight" (as your designated driver). "If you're responsible for your friends' good time, you're responsible for their safe trip home." "I'm the driver." "Dry driver." "Some guys are the life of the party when they arrive, but they might be the death of someone else when they leave."

23) Show that alcohol is a drug with powerful pharmocological

properties. It, therefore, should not be dispensed without caution or without measuring the dose.

24) Distribute "I'm Smart—Stop DWI" or "I'm tough enough to say, no" buttons.

25) Show how inexperienced drinkers and many young adults do not normally count or measure drinks.

Education and Rehabilitation Messages

1) Describe the education and rehabilitation programs in your state or area. Show that the first treatment intervention for many dependent persons is the alcohol treatment intake given to DWI offenders. 21

2) Show how the programs provide an early identification and intake potential from a health standpoint of apprehended drunk drivers.

3) Explain ways apprehended drinking drivers get into these education and rehabilitation programs on either a voluntary or mandatory basis.

4) Show that many drunk drivers are alcoholics and need help. Generate a higher level of understanding about alcoholism in general. (49)

5) Establish a sympathetic attitude toward alcoholics, and describe some of the causal factors.

6) Distinguish between the various classifications such as the social drinker, heavy social drinker, the problem drinker, and the alcoholic. 49

7) Describe employee assistance programs (EAPs) in place at local corporations. Show how they offer information and referral about alcohol-related problems. Describe the treatment agencies assisting corporations in this effort.

8) Describe the ASAP program in your area or the continuation of its work from recent years. 11

9) Show the importance of making a connection between wearing seat belts, no smoking, and no drinking when in the car.

10) Show how some states have special programs for youth which point to the severity of the crash and injury to victims. These include: "scared straight" programs, walks through intensive care wards, walks through a morgue, and talks with victims about the emotional effects of the crash.

11) Make available *self-study* materials for those arrested for

DWI. Include some exercises which require discussion with family and friends.

12) Make self-study available for DWI arrestees even if the charge is reduced.

13) Show that the powerful consequences of a DWI incidence will sometimes cause a problem drinker to finally admit to himself that he has a serious problem and needs to seek treatment. (DWI is often a trigger to help drinkers out of the denial stage.) On some Navy and Army bases around the world, DWI is one of the main ways problem drinkers get into treatment/rehabilitation/ diversionary programs.

14) Show that problem drinkers may subconsciously use drunk driving and the act of getting caught as a way of saying or putting out "signs" to his family and society that "I need help with my drinking problem."

15) If you've already been arrested for drunk driving, you may be finding that alcohol is causing you more life problems than it's worth. Consider seeking professional help to assist you in deciding what to do about it.

16) For many, the drunk driving program is the first "intervention" contact.

Appreciation and Program Success Messages

1) Present messages that talk about the accomplishments made toward solving the drinking driver problem in your area. Show some activities, campaign activities, and how statistics show improvement. Show how the drinking driver program in the community is making strides toward solving this leading societal problem. 19

   Show supporters of campaigns against drunk driving that, compared with other social causes, progress will be more visible.

2) *Thank* the public and countermeasure groups for their continued support. Show increased rates of DWI arrests and convictions as recognition and thanks to police and judges for effective enforcement. This "thank you" theme could strengthen morale and should encourage continued support. (6)

3) Compare old DWI laws with new ones. (66)

4) Show how new local statistics compare favorably with national statistics or old figures from previous years.

5) Show how the President of the United States appointed a solution-oriented Blue Ribbon Commission to look into the problem. Also discuss the new National Commission

Against Drunk Driving. Discuss their working relationship with the states.

6) Identify exemplary work by individual citizens, business leaders, legislators, and the like. Show that they have received awards and other forms of recognition because other groups and community members see value in the work they are doing.

7) Special efforts should be made to thank organizations:

   - A certificate or recognition plaque from your organization
   - A listing of the station in your organization's annual report, campaign plan, or other documents
   - A letter of thanks from the family of a drunk driving victim
   - A letter from the Governor, a State representative, or other well-known individual who supports the drinking driver program
   - An invitation to a recognition dinner, especially for the support staff of station public service departments
   - A letter from the head of your organization describing benefits resulting from the exposure given to your PSAs, stories, and the like
   - A letter to the FCC, to the network with which the stations are affiliated (if any) or other places and national groups, important to the media organizations

8) Show that young adults today should be better prepared for driving than their parents were years ago. We live in a society that is more health and safety conscious than in years past.

9) Conduct surveys as a way to show how many people in your organization have taken action steps, have safe transport agreements with children, have intervened, etc.

STEP II: Select Target Audiences

Some of the target audiences are particular groups of drivers known to engage more frequently than the general driving public in the drunk driver behavior. Some are persons in a position to influence members of these target audiences. Finally, some are officials, professionals, and other community opinion leaders who can participate and cooperate with your program and compose a unique target audience for the program.

However, drivers must be approached in a very special way. A "shotgun" approach to delivering the cooperative enforcement messages is inappropriate for a number of reasons. Most prominent among them are that: 1) behavior change as desired in the deterrence model requires that the information (messages) delivered to drivers be tailored to their individual wants and needs; and 2) behavior change in the campaign requires that individual drivers be addressed as part of a natural or routine audience, group, or population.

Therefore, the final selection of target audiences for the cooperative enforcement program public information and education program requires that populations and market segments be analyzed so as to divide the population according to distinguishing characteristics. With specialized media analyses, materials can be distributed to mass media outlets (print and broadcast) which appeal to specific target audiences (e.g., certain types of AM/FM radio stations reaching young drivers, etc.). Timing and placement of the campaign message elements can be specified as well, even when a sponsor makes extensive use of public service broadcast and print, time and space.

Six groupings of target audiences have been identified for your drinking driver program.

GROUPING 1—Persons in a position to influence the problem drinking drivers.

- Spouses, Families, and Friends of Problem Drinkers
- Problem Drinkers

GROUPING 2—High risk drinking drivers who, it is believed, can be discouraged from drinking/driving by a highly-publicized, strict enforcement program and persons in a position to influence them.

- Heavy Social Drinkers
- Spouses, Families, Friends of Heavy Social Drinkers

GROUPING 3—High risk drinking drivers and persons in a position to influence them.

- Young Driver
- Parents of Young Drivers
- Passengers
- Driver Education Teachers
- Secondary School

    - —principals/school superintendents
    - —curriculum specialists
- Commuters
- High Mileage Drivers
- Truck Drivers
- Truck Companies
- Bus Drivers/Companies
- CB Radio Users
- People Stopped at Sobriety Checkpoints

GROUPING 4—Opinion leaders whose support is vital to any alcohol/traffic countermeasure program; potential delivery systems.

- Highway Safety Committees/Task Forces
- Alcohol Profession
- Health Providers/Alcohol Treatment Facilities
- Related Public and Private Agencies
- University/College Service Organizations
- Service, Civic, Religious Organizations
- Automobile Clubs
- Driving Schools
- Newcomers Club
- Safety Organizations

GROUPING 5—Opinion leaders; persons in a position to directly affect program countermeasures.

- Police
- Prosecutors
- Judges/Magistrates
- Legislators
- Attorneys
- Related Service and Civic Organizations
- Activist Groups

GROUPING 6—Special key program delivery system personnel.

- City Councils
- Tavern, Barn, and Restaurant Owners, Bartenders
- Media Personnel

STEP III: Select Media Channels

There is a wealth of different media available as possible carriers of drinking and driving messages. In order to make a rational choice or combination of choices, the following major questions should be raised: How many people will be exposed to the message (media coverage or readership); to what extent will particular target audiences be reached; to what extent will the prestige and credibility of the media contribute to the effect of the message (media authority); and what are the economic consequences of the use of certain media (cost/effectiveness considerations).

Estimates of how many and what kind of people will be reached by what medium at what time of the day and at what cost can be worked out and compared. Cost/benefit ratios in terms of potential attention value may be obtained.

It is important to select a range of media for your PI&E program. Specific media channels include:

1. TV—PSA's (and photoboards)
2. TV—3/4" copy of your PSA's on one screening reel for presentation purposes when you go to TV stations (put your radio spots on the TV show reel as well)
3. TV—special PSA edit for different target groups. Ask them to rate spots, use as triggers for discussion, have contest, etc.
4. TV—talk show appearances
5. TV—editorials and editorial responses
6. TV—station ascertainment survey, DWI statement—community leaders. Encourage the mention of DWI when interviewed, as well as cite results of the survey when talking to other community leaders and general population.
7. TV—station ascertainment survey, DWI statement—general population. Encourage the mention of DWI when interviewed, and cite results of the survey when talking to other community leaders and general population.
8. TV—news films (30-90 seconds)
9. TV—hard news coverage, press conferences. Use hard news coverage of an event to promote general deterrence messages. Have media cover the problem in addition to reporting the event. It is too easy simply to repeat the history of your program, alcohol-related crash statistics, or "what this meeting is all about." It would be better to control the interview and tell the audience some activity that would show increased enforcement, what a parent could say to their teenager, action steps recommended by the participants, and the like. In short, take some time and prepare for these interviews with specific ideas, "pithy" phrases, and remarks which would have a better chance to change attitudes and behaviors and not simply record history.
10. TV—short films (e.g., your state's "Drinking Driver Test")

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11. TV—children and teenage shows including news programs

12. TV—evening television magazine slots

13. TV—community calendar, "Speak-Out" segments.

14. TV—paid commercials (by corporations, etc.)

15. TV—documentaries

16. TV—recording of off-the-air televised DWI programs and news coverage

17. TV—local cable television system

18. TV—public TV programs (see "Dead Wrong", a program produced by the State of Pennsylvania)

19. Closed circuit TV—for countermeasure groups, corporations, state agencies

20. Film—on DWI issues

21. Film—movie trailers/shorts (distribute to high school and college movie theaters a[illegible]otion picture distributors)

22. Film—trigger films or clips from PSA's to get groups interacting

23. Film—use of PSA's as films for triggering group discussion

24. Film—use of PSA's as visuals for TV talk shows

25. Film—strips/Slide shows on highway safety

26. Radio-PSA's (recorded)

27. Radio—PSA's (live copy which is rewritten by the station. Also, include a fact sheet of local and national statistics.)

28. Radio—phone-in shows (on commercial, public, military, and college radio stations)

29. Radio—editorials

30. Radio—news shows (run a series)

31. Radio—appearances on radio talk shows. (Provide a list to radio stations of DWI communicators who will appear if scheduled guests do not show up.)

32. Radio—inform D.J.'s of drunk driving so they might be encouraged to talk about it on the air

33. Radio—D.J. or traffic reporter tag lines, e.g., "Drive soberly this weekend"

34. Radio—paid commercials (sponsored by corporations, etc.)

35. Radio—get radio station to air only drunk driving PSA's for a week (or month)

36. Radio—get all the paid sponsors to permit a DWI tag line on all their regular, paid commercial spots for one full day. Promote this event.

37. Print—corporate policy statement; provide a DWI internal corporate policy or help corporations develop their own.

38. Print—press releases

39. Print—news stories in corporate, State, County, alcohol countermeasure group publications

40. Print—feature articles

41. Print—get copies of reprints of local and State articles and distribute

42. Print—get local and State government or local businesses to put DWI symbols on the bottom of their stationery

43. Print—get local businesses to carry the DWI logo and State message at the bottom of their paid print ads or billboards. Provide paste-up, camera-ready printing.

44. Print—let local newspaper print names of those arrested, those convicted, and the sanction received for drunk driving.

45. Print—distribute materials at road blocks. Thank motorists for their participation, provide information, encourage personal involvement in the problem and "deputize" them to help others.

46. Print—transcribe and distribute transcripts from meetings, task force reports, and the like

47. Print—editorials and editorial responses

48. Print—media press kit (stories, fact sheets, background papers, decals, etc.)

49. Print—classified or yellow page ads (e.g., Wanted: Persons who want to do something about drunk driving, local citizen activist groups, DWI information center.)

50. Print—public service ads for newspapers/magazines

51. Print—paid ads (bought by intermediaires)

52. Print—cartoons, editorial cartoons

53. Print—DWI accidents/deaths box score or monthly status bulletins in newspapers, intermediary organization publications, local billboards, signs in front of police station, and the like.

54. Print—have the local newspaper ask for opinions from their readers about handling the drunk drivers, e.g. "opinion page editorial"

55. Print—tip of the week on how to spot a drunk driver published in newspapers

56. Print—get DWI information into the State's "Driver's Manual." Since this will be seen by new drivers a special mailing might be done to reach some older drivers.

57. Print—messages on the back of tickets and in programs at shows, sporting events, fairs, etc.

58. Print—develop a list or create a clearinghouse of vendors for DWI equipment. List who has the best prices, services, etc. The book should be designed to encourage citizen groups to buy needed equipment for police after proper consultation. Generally, we are only able to facilitate these transactions.

59. Print—letters to editor (open letter)

60. Print—DWI question and answer booklet

61. Print—"Know Your Limit" cards (see design issues)

62. Print--health columns/Q & A column articles

63. Print—list names, addresses, age, charge, location of accident, and court sanctions received by DWI offenders in the newspaper

64. Speeches—encourage word-of-mouth communications

65. Speeches—make speech scripts with visual materials available

66. Speeches—organize drunk driving speaker's bureau

67. Speaker's bureau Brochure

68. Displays/Demonstrations at conventions, meetings, public places, local corporations (e.g. at an Employee Assistance Program (EAP)), luncheon, countermeasure groups, hotels, supermarkets, store windows, training sessions, etc.)

69. Put a PBT in bars for patrons to check their BAC.

70. Drink in—show the relationship between alcohol consumption and BAC at a special meeting or in a local bar. Have TV personality, radio D.J., or sports figure drink on the air. Be sure to demonstrate impairment. Do a handwriting impairment test.

71. Drink in—conduct an alcohol reaction time test or driver's test with cars or simulators.

72. Drink in—with non-alcoholic drinks—a "mocktail" party. There are many new drinks which have been created or imported from other countries. Write a recipe book of non-alcoholic drinks ("Recipes for Sober Celebration"). These mixed drinks are classified as "drinks for drivers", "ones for the road," NAD (non-alcoholic drinks), ANA drinks (attractive non-alcoholic drinks), "NAP Parties "(non-alcoholic parties), and the like. Champagne, beer, and liquor "look-a-likes" are not considered appropriate. These are drinks with "zip" without the "zap." These should be attractive, fun, colorful, tasty drinks in tune with the event and season. A host/hostess who makes a fuss over the de-alcoholized wine or catawba cocktail which symbolizes the needed comfort zone for non-drinking guests. There are many sourcebooks for recipes, including: *The Non-Drinkers Drink Book, A Guide to Mixing Non-Alcoholic Drinks*, by Gail Schioler and *A Toast to Sober Spirits and Joyous Juices*, by Jan Blexrud. Serve a "surprise" non-alcoholic mixed drink. (e.g. a "virgin pina colada"). Train bartenders to mix these drinks. Some low alcoholic drinks are *so* low that many States allow the sale of these beverages to any age groups. Brands include Geovanae (.05%), Fioro-italia de-alcoholized Italian wine (.05%), Texas Select (non-alcoholic beer), and Stroh's Malta (non-alcoholic beer). Show that if we can get the public to accept the use and taste of diet drinks, we can get some to use/serve non-alcoholic beverages.

73. Drink in—video games. A good video game player has a drink after each game to show effect on score.

74. Drink in—have reporter get drunk, get arrested (pre-arranged but only a few know) and go through the whole process, write about it and do public speeches.

75. Personal contacts—local officials, citizens, community leaders; encourage commitment and involvement.

76. Surveys/Questionnaires—collect information for base-line survey, impact measures, etc. (e.g. poll arrestees to see if they were affected by PI&E messages, poll roadblock participants). Some self-administered tests are available for young adults.

77. Surveys/Questionnaires—show that surveys "promote" drunk driving issues, as well as gain information, (e.g., telephone DWI survey that reaches a large number of households in town will have promotional effects.)

78. Surveys/Questionnaires—help evaluate effectiveness of education programs

79. Petitions—collect signatures in support of specific countermeasure issues or laws as well as inform the public about the problem

80. Direct Mail—to drinking and driving violators, populations at risk, etc. (see Target Audiences)

81. Direct Mail—to drinking driving and speeding violators

82. Direct Mail—to alcohol and health related groups

83. Direct Mail—(hitch-hike) warning ticket materials package for enforcement personnel

84. Direct Mail—(hitch-hike) sending DWI material out with other mailings by State agencies and private organizations

85. Meter Stamp Messages—by State agencies, private corporations, post offices, etc.

86. Personal visitations—to countermeasure group leaders and staff, civic group leaders and staff, activist group leaders and staff, private sector executives and staff

87. Letterhead—have a letterhead printed with Advisory Committee member, intermediaries, and others listed

88. Letters—personal letters to inform key persons about the DWI problem, activities, need for cooperation and participation. Include letters to local alcohol coordinators, regional office, local task force, appropriate countermeasure head, intermediary group heads, corporations, governor's representative, state agencies, state legislators, state attorney general, governor, and members of the Presidential Blue Ribbon Commission on Drunk Driving. Letters are one effective campaign. Write the chief executive of a corporation when you see company personnel driving safely (wearing a belt, etc.)

89. Letter—for specific purposes (e.g., a letter was sent to parents of high school students urging a parent-child discussion of DWI)

90. Resource List—list under one cover people, films, materials, speakers, volunteers, activist groups, key names of personnel in each countermeasure group, directory of national organizations, and community leaders who are involved in DWI issues, education and treatment groups

91. Resource Center—establish a mailing address and a display area for DWI materials, information and referral, media relations, etc.

92. Your DWI Media Plan—send to appropriate people and groups in the media

93. Memberships—take advantage of your and your staff's memberships in civic, private sector, and countermeasure organizations

94. Memberships—use your intermediaries' memberships in organizations to speak, get items published in internal newsletters, etc., and to encourage help on the campaign

95. Town Forum Meetings—ask the citizens to vent problems and concerns and how they would solve the DWI problem

96. Form a Media Advisory Committee—a committee in each key city to advise on materials design, development, production, distribution, and evaluation

97. Form a State or local Task Force

98. Form a Citizen Advisory Committee

99. Form an Executive Countermeasure Committee (for Chief of Police, Head Judge, etc.)

100. Telephone Network—volunteers can call many in the community for helping victims, organizing meetings, transmitting news, etc.

101. Training—Design a series of 1 hour briefings, e.g., "Principles and Practices of Drunk Driving: A Community Solution" (working title). Community leaders, top media personnel, influential citizens, bright students, etc., would be invited over the lunch hour for a fast-paced lecture (no discussion) styled briefing. Follow-up telephone calls would answer questions and find out if they would like to assist.

102. Training—facilitate the research, gathering and adapting of training materials for key groups and organizations in the system. This would include groups such as: enforcement, prosecution, judiciary, rehabilitation, driver licensing, grades K-12, teachers K-12, bartenders/restaurant owners, resource fairs, employee assistance programs, etc.

103. Roll call presentation for enforcement agencies.

104. Awards from media contests—enter your major media pieces in national, state, and industrial contests

105. Letters of Appreciation—use extensively and send out immediately

106. Certificates

107. Incentive Awards—encourage your organization and especially civic groups, the mayor, etc., to give awards for exemplary work by countermeasure personnel (e.g., a police officer who made a large number of arrests). Remember, the more you show your appreciation, the more you show how much the citizens care.

108. Photographs—take photographs of events and show appreciation by giving participants a color print. This is a goodwill effort and another way to "network" an idea (It may show up, for example, in a corporate annual report)

109. Plaques of Recognition—awards, certificates, and the like, are important. When they hang it on the wall, it is hard to refuse you further assistance when your name is on the person's wall (at the bottom of the certificate)

110. Case Histories—data and photographs of accidents, stories of accidents, people involved and resulting court sanctions

111. Distribution of NHTSA and state-produced publications

112. Tours—hospital intensive care units, morgue, shock trauma units, and the like. Have hospitals do grand rounds of victims for interested citizens and countermeasure groups.

113. Crashed Car—a car towed to high schools and shopping center parking lots (or inside the mall) showing what a local victim's car looks like. A small sign tells about victim. (NOTE: Clear with families, attorneys, etc.)

114. Legislative package—especially designed and sent to members of the legislature to show PI&E campaigns and impact results

115. Brochures/Pamphlets

116. Design a custom DWI logo for your organization

117. Permanent highway signs—(e.g., "This is a drunk driving target area", "All radar patrols are also

DWI equipped", "Drunk Driving Prohibited—You have been warned", "This State is Tough on Drinking Drivers"). List sanctions on these signs.

118. DWI Logos and signs (large) on ASAP cars, Batmobiles, patrol cars, warning signs before a sobriety check-point (required in some States), etc.

119. Patrol car signs—"CAUTION: DWI arrest in progress" (swings down from under trunk lid).

120. BAC cards which list your State laws (see proper characteristics in previous section).

121. Love tags for kids—"Don't drink and drive Mom & Dad. . . My life depends on it" (pin on young children at schools)

122. Posters—schools, package stores, shopping centers, etc.

123. Taxi signs

124. Elevator signs

125. "T" shirts

126. Transit cards—buses, taxies, trucks

127. Moving Message Panels (electronic billboards)—on streets, in front of business organizations, at ball parks during half time ("Who's Driving Home From the Game?"). Also consider showing messages by players on the closed circuit TV system during sporting events.

128. Truck signs

129. Over prints on golf cards or bowling score sheets

130. Stickers on parking meters. Meter Messages, Inc. (Los Angeles) specializes in this form of advertising

131. Bumper stickers—for public, e.g., "I love sober drivers"

132. Bumper stickers—for state and county cars (if permitted—*or get special permission*). This would have great promotional value. It has been done with safety belts.

133. Bumper stickers—for specific target groups (CB radio group, bowlers, truckers.)

134. Vanity License Plates—Finally, a good use of vanity license plates in States where they are permitted which would include a message or an affiliation (e.g., "MADD-1", "DWI-4", "SADD", etc.)

135. Litter bags

136. Matchbook covers

137. License plate envelope messages

138. Bar signs (e.g., "Please don't ask me to serve minors", "We want you to have a good time, but we also want you back", "Drinks for Drivers Available", "We want you to have a good time but we don't want you to take the good time behind the wheel of a car", "Please do not ask us to break the law.")

139. Signs in bar restrooms (at eye level).

140. Bar placemats, coasters, napkins

141. Bar "tent cards" with drunk driving messages on them or for promoting non-alcoholic drinks

142. Bar—logos at the bottom of beer glasses

143. Decals (for cars, store windows)

144. Passenger car decals—(e.g., "Please don't smoke, or drink and drive" and, "wear your seat belt")

145. Key tags

146. Calendars

147. Coloring books

148. Halloween costume—dress up as DWI victim, carry placard, pass out information

149. Messages in hotel rooms—"This State is tough on drunk drivers" styled messages

150. Time card attachments in industrial plants, store, etc.

151. Stickers to affix on mail, pay envelopes

152. White crosses—put on highway where DWI death occurred (NOTE: some feel this is a traffic hazard in certain areas.) Put crosses in areas where people can see when they are walking.

153. Road map imprints

154. Bottle bag DWI messages (liquor and package stores). This is your only chance to put "warning labels" on liquor bottles

155. Loud speakers (trucks)

156. Skywriting or sign towing by airplane (e.g., along beaches)

157. Stamps commemorated to DWI

158. Stamp cancellations imprints

159. Outdoor Advertising/Billboards. Contact the Outdoor Advertising Association of America about free space and/or assistance with your campaign.

160. Jacket patches

161. Book markers

162. Book covers

163. Pocket savers

164. Sport scheduled DWI messages (strike a deal so it can be combined with messages at ball park)

165. Welcome Wagon materials (e.g., "This is a DWI Watch Community Help us solve this community problem")

166. Contests—writing (safety slogan)

167. Contests—art (poster, cartoons)

168. Telephone decals—with all emergency phone numbers and then your own number, for your son or daughter to call when they need a ride back home

169. Balloons with DWI Logo

170. Donuts—shaped like the international symbol (with the slash) and iced red. Good when coffee and donuts are served at rallies, etc.

171. Junior/Senior Prom night messages and inserts—have tuxedo rental vendors put messages in vest pockets. Have DWI message on back of prom dance tickets.

172. Run copies of relevant materials for all active groups and individuals. Too often, not enough copies are available for those who need them.

173. Have your State AAA annotate travel maps with DWI laws or special DWI watch warnings

174. Develop an internal policy for the handling of requests by media

175. Have hospital physicians do special grand rounds of drunk driving accident cases

176. Special observances by churches—DWI victim's family services

177. Meter stamp messages—done by local corporations or state agencies

178. Paycheck impressions—done by local corporations or state agencies

179. Model private corporation policy—have local businesses adopt an alcohol and drinking driver policy for their business. Assist in helping them adapt the model you've prepared (see business topics)

180. Role plays—use for training and demonstrations, especially with children. Another role play can be developed for adults (e.g., practice saying "no", intervention techniques, the humiliation of the arrest experience, interacting with a heavy social drinker, etc.). Develop role plays for parents so they can effectively deal with their children (e.g., "Tough Love" support mechanisms).

181. Tests—develop self evaluation tests for various target groups. NHTSA has one for teenagers. Have state develop questions for driver license examination. Have a longer film or TV test like the "CBS Driver's Test" for broadcast or closed circuit use.

182. Toll booth messages—posters and ticket impressions (good for tourists) that cite laws, fines, etc., "This is a Tough DWI State"

183. Private business DWI internal corporate policy model—these policies (see business topics) could range from prevention and party planning techniques to information and referral for treatment

184. School, City or State government pronouncements or proclamations—the Governor, for example, could be asked to declare a day as "DWI Watch Day", "National Drunk and Drugged Driving Week" or stress the importance of the problem. Have a student council at a high school issue a declaration.

185. DWI maps—plot out on a pin map (spot map) where arrests have been made in the community or plot the addresses of offenders' homes to see DWI behavioral patterns

186. Free cab system—Dial-a-Ride, Cab Hot Line, Care Cab, Drive-A-Teen, car reimbursement, telephone hot line, special cab services for bars where heavy drinking is common. Use "800" number for a large area.

187. Telephone—Dial a Message. Have a series of tips for the public on what to do about drunk driving (e.g., Solution #23...etc.)

188. Telephone calling campaign—with the use of volunteers, a great number of contacts can be made (e.g., call parents of every high school student who is turning sixteen and about to apply for a driver's license)

189. Computer controlled telephone message and/or survey service—a pre-recorded message reaches many homes automatically. A simple push of the resident's touch tone telephone can indicate a response. Get corporation to sponsor it. It could mention the corporation's name as well.

190. Street banners—for city streets, fairs, special displays in shopping centers, etc.

191. Form Letters—1) to respond to requests for information; 2) to outline your program and to ask for support; and 3) to encourage direct involvement within your own social circles, organizations, with an activist group.

192. Volunteers—Find a means to attract and maintain the interest of volunteers. You may need an intermediary organization to handle this role (No one has ever volunteered to work for the State's DOT/Public Safety Departments, but they will work for MADD and other citizen activist groups).

193. Self-study materials for those arrested for DWI—even if the charge is reduced. Materials should include cognitive material as well as exercises for discussions with familiy and/or friends.

194. "Burma shave" styled signs placed along the road-way, hallways in office and school buildings, along walk-ways for pedestrians and the like (e.g., "It's best for one who hits the bottle to let another hit the throttle", "The one who drives when he's been drinking depends on you to do his thinking.")

195. Babysitter Survival Kits—what to do, what to say, how to keep your job, etc. "You do not have to stick it out and ride home with a drunk driving parent."

196. Form a team or special committee to help bars, restaurants, clubs and other establishments which serve liquor, redesign their menus if they promote low alcoholic or non-alcoholic drinks.

197. Have underaged young adults or an Eagle Scout, go in and buy booze at liquor/grocery stores to show the laxness of the stores and enforcement of the laws.

198. Messages on closed-circuit system in hotel rooms (e.g., PSA stating that this State is tough on drunk drivers)

199. Messages at local rent-a-car companies (e.g., "This State is tough on drunk drivers").

200. Help other State and local organizations plan and produce materials to be sent out under their signature.

201. Buy a BAT Mobile (Breath Alcohol Testing Mobile).

202. Sponsor a candlelight vigil, a "light-in-the window" campaign, or a "headlights-on-while-driving-during-the-day" campaign.

203. "Theme-a-Day" program at schools, corporations, City/State/County office buildings, etc. Here a different drunk driving issue is promoted using various media channels. Do a "Theme-a-Day" campaign for a week (or two) about drunk driving issues. (e.g., How to spot a drunk driver, safe transport agreements with young adults, myths about eliminating the effects of alcohol, etc.)

204. Clipping service—run by State agency or volunteers to be distributed and used as a resource for public meetings, talk to groups, and visual material to involve others. This is used to reflect back to the community what has been accomplished.

205. Distribute copies of these materials to interested parties.

206. Complete a cost breakdown of what one person (perhaps someone with several offenses) costs your community. Show what all drunk driving costs your community. Show that drunk driving is an economic liability. Refer to court expenses, health/hospital costs, insurance, police time and expenses, and the like.

207. Collect a list of survival stories, problems, intervention stories, etc., from people within your organization. Identify those who could come forward and tell their stories at meetings/training sessions.

208. Sell drunk driving public information materials (bumper stickers, etc.) to make money for the program.

209. Encourage reporters to spend an evening with patrol officers, in BATmobiles, in a drunk tank, etc., for an in-depth understanding of the problem.

210. Pledge cards—young adults sign cards, co-signed with parent, teachers, club president, and the like, "a pledge for life", "a pact for life."

211. Attend an activist group meeting.

212. Tuxedo rental shops—promote countermeasure activities here because most people who rent tuxedos are going to functions where liquor is served.

213. Final report card DWI message inserts for 11th and 12th graders (just before the Junior and Senior Prom)

214. Develop a book, "What to do if you're hit by a drunk driver"

215. Sign-up sheets in schools, corporations, etc., for ideas. Provide feedback to individuals and the organization to show it was truly considered.

216. Concerned Citizen Crash Kit—This would encourage citizens to stop when they see an accident and help make a stronger case if the driver causing the accident had been drinking. The Kit would contain a checklist of points to observe, what facts to note in your testimony as a witness, what to do before an officer arrives at the scene, what to ask the officer to observe, and make certain that a victim and/or witness impact statement is taken. Material should suggest now not to interfere with the officer during the arrest/investigation.

217. Fundraising programs or sell products, e.g., MADD group bought a BATmobile.

218. Taxi courtesy cards—These would be passed out by organization heads at employee's orientation or at a special event. This would be signed by taxi driver and be turned in by employee for reimbursement.

219. Telegram—Send a "personal opinion message" to your legislator about drunk driving by calling the Western Union office's toll free number.

220. Develop a drunk driving vocabulary/terminology directory for news organizations so that words are used which have the correct meaning and connotation. This list would cover such items as: referring to alcohol-related crashes as "crashes" not "accidents" or "mishaps"; defining BAC and other basic terms; the title of the local program (the "drinking driver program" as opposed to the "drunk driver program"); and the like.

221. Have driver license bureaus do a computer read out to select 16-24 year olds for receiving special drunk driving messages when they apply for a license, receive new license plates, and the like.

222. Show that organizations should use drunk driving stories in their newsletters, videotape series, annual reports, and the like. This would include:

- News stories from their organizations around the area/state
- "Our Town-Your Town" segment which allows for more in-depth coverage of innovative programs in specific locations, e.g., how one city conducted their roadblock
- "Wide Angle" looks at one pressing issue from the perspective of all organizations within the area
- "Executive Forum" is a perspective on and from a single executive, e.g., Chief of Police, Prosecutor, etc., including recommendations for police activity
- "Volunteer Forum" is a segment reserved for volunteers, civic and activist group activities
- "Profile" is a segment designed to spotlight individuals who have been recognized for exemplary work, e.g., a patrol officer who made the most arrests during the month

223. Sell a Highway Safety Kit which includes first aid supplies, distress flag, safety flare, and a list of emergency phone numbers. *Proceeds go to the campaign against drunk driving.* This project can be taken on by an activist, civic group, or commercial establishment.

224. Fuel pump signs—Put drunk driving messages on top of fuel pumps at service stations. NOTE: Posters in the station's windows cannot be read by most motorists.

225. Have a media drunk driving statistics sign in front of a corporation, city hall, or police department which provides daily totals. A red light/green light system could signify recent deaths or injuries.

226. Show how one local citizen action group asked new car dealers to put "warning labels" on their cars, e.g., "This device when combined with alcohol can be dangerous to your health."

227. Start a Student Assistance Program (SAP) which would work much like an Employee Assistance Program (EAP) at the job site.

228. Put a drunk driving message on a large tractor trailer or van and park it in various locations around the community.

229. Use point-of-purchase display messages around mixes in stores. This can be effective as few people drink straight liquor anymore.

230. Welcome mat messages—Here a welcome mat can be placed in front of a club door or just inside the foyer.

231. Soft drink bottle messages (around the neck of the bottle) in grocery stores. Remember, few people drink straight liquor anymore.

232. Enter marching parents/students in parades, homecoming game parades at local highschools, etc. Hold a walk/run-a-thon for the public.

233. Stage an entire drunk driving crash scene in the center of town. Make use of make up, police, ambulance service, hospitals to give actual blood tests, and the like.

234. Count and publish the number of establishments in the immediate community where one can get a drink.

235. List the highlights of all State DWI laws or House Bills (HB) which affect your community. You might also list any recent changes.

236. The Atari game *Pole Position II* (one steers a race car) in arcades, has billboard signs which read "Don't Drink and Drive."

STEP IV: Select Spokespersons

Making the correct decision about who should be mentioned or selected as the source of the communication is critical to the success of any program. Behavior change is more likely to occur if the identified communicator of the message is considered credible and relevant by the target audience. Source prestige and attractiveness of the group affiliations of the source may largely depend upon the type of target audience and should, therefore, be carefully considered in the planning of the campaign.

- Persons who have benefited from intervention
- Persons who have intervened with a potential drunk driver
- Persons who could have intervened with a drunk driver
- Persons who have discussed alcohol and driving with their friends
- Teenagers who have discussed alcohol and driving with their parents and friends
- Persons who have caused DWI accidents
- Persons who have killed someone (could appear in silhouette)
- Drivers who witnessed a DWI accident
- Victims of DWI accidents
- Victims' parents/family
- Parents of an at-fault young driver
- Persons who have been arrested after drinking
- Persons who are recovering from problem drinking
- Persons who have developed a successful DWI control program
- School Administrators or teachers who have taught drunk driving issues
- Television newscasters showing where a serious DWI accident happened and/or talking about local aspects of the problem
- Police
- Judges
- Physicians

- Clergy, social workers
- Community Leaders
- Business Officials or Supervisors
- Legislators
- Sports figures
- Entertainment figures
- Off-camera narrators
- Persons from specific target organization/corporation who have some of the above characteristics
- Community leaders and countermeasure organization heads who are acting as citizens.

STEP V: Management Planning Checklist

A well-planned public information program is a well-managed program. It is especially important with social-marketing issues like drunk driving. Planning is critical in order: 1) to plan for use of state and Federal funds; 2) to work effectively with networking organizations who are willing to provide free service but need plenty of lead time; 3) to work more effectively with other countermeasure organizations so that public information efforts can be coordinated; 4) to plan seasonal activities with media who also require lead time; and 5) to be able to develop a truly comprehensive and effective year-around and lasting public information program in your community for obtaining long term success in changing societal attitudes.

Task *Who Coordinates*

1. *Initial Planning*
    - Describe nature and extent of specific problem.
    - Collect State/local assessment survey results.
    - Collect countermeasure group data and findings from communications research.
    - Collect countermeasure group PI&E materials, plans, and evaluation reports.
    - Collect existing base-line data of beliefs and attitudes of target audience.
    - Establish preliminary set of objectives and target audience.
    - Establish agency commitment and priorities.
    - Establish existing resources available (materials, time, money, personnel, skills, use of equipment, etc.)
    - Establish cooperative networking possibilities.
2. *Intermediate Planning*
    - Compile existing material for possible use or ideas for concept development [from the State, Region, NHTSA, UMTRI (The University of Michigan Transportation Research Institute), other States, other State agencies, etc.]
    - Refine objectives and target audience.

Task *Who Coordinates*

- Identify campaign planning group (in-house, main committee, subcommittee, ad agency, consultants, etc.)

- Write a Request for Proposal (RFP) if you choose to use an advertising agency (include campaign steps to follow.)

- Read proposals.

- Choose contractor.

- Refine campaign goal and specific objectives.

- Refine target audiences.

- Identify main media projects (PSAs, brochures, posters, ads, etc.).

- Identify small media products (leaflets, speeches, talk show formats, etc.).

- Identify campaign topics for each media product.

- Contact distribution outlets (mass media, countermeasure groups, intermediaires) for initial interest in cooperating during distribution phase.

- Confirm selection of:

  —Themes/appeals
  —Media delivery channels
  —Related campaign activities
  —Spokespersons
  —Message content and organization
  —Campaign timing

- Contact network resources for identifying and scheduling related campaign activities.

- Develop a year-round calendar of events with quarterly or monthly strategies.

3. *Final Planning*

- Review all data, literature, and existing materials relevant to the campaign topics, goals, and appeals.

- Review, confirm, and revise decisions made in Intermediate section.

- Conduct attitude focus groups on campaign concepts which can help substantiate the hypothesis established during earlier planning regarding themes, appeals, message content, demographics, psychographics, profiles, and the like.

- Identify media preference for target audience/s.

- Select media and/or media channels.

Task	*Who Coordinates*
• Conduct any additional audience research, base-line survey, or specific needs analysis.	
• Conduct first concept development meeting. Include those who know the specific target audience, communications/PI&E experts, those from the key countermeasure group, those groups assisting in distribution, those from the alcohol and health community, individuals responsible for campaign activities, and others who are part of your network system. (If too many individuals need to be involved, you may want to do the meeting in stages with a smaller number, then get suggestions and approval from the others).	
• Reconsider the use of existing NHTSA or state materials (localized to your target area).	
• Review budget and revise as needed.	
• Produce a campaign strategy report that outlines the planning, production, distribution, and evaluation costs, and anticipated impact of the campaign.	
• Present the strategy report to key individuals for their participation and approval. Do not forget to include: —Governor's Representative Office —Federal Agency Staff —Drinking Driver Committee —Groups key to distribution —Media Advisory Committee —Other networking resources	
• Draft scripts/rough out materials. A rough approximation of the product should be created [story boards, sketches, copy or animatics (a PSA done with still shots)].	
• Conduct a pre-test of key PI&E materials. Use selected members of your target audience to see animatics of your PSAs, listen to copy being read, read advertisements, participate in a pilot testing of training materials and the like.	
• Complete script revisions.	
• Decide if another pre-test is needed in cases where substantial changes were made.	
• Secure final approval from key staff, groups, and network resources.	
• Begin the production of all materials.	
• Establish check points with the contractor, ad agency, or staff to maintain quality control, make "*incourse* corrections/revisions" as needed, and assure on-time delivery of materials.	

Task *Who Coordinates*

4. *Campaign Implementation*

- Appoint a campaign coordinator.

- Conduct a campaign implementation meeting to confirm delivery of materials, coordinate all aspects of the campaign (PSA's, print, campaign related activities, help by intermediaries, countermeasure group activity, and the like).

- Plan campaign related activities.

  —Form Planning Committee
  —Conduct Needs Assessment
  —Select Target Audience
  —Select Prevention Activity
  —Determine Level of Effort for Activity
  —Select Location and Time for Activity
  —Organize Publicity

- Plan and coordinate campaign kick-off activities.

- Localize materials as needed. Tag PSA, print local names on materials, and the like, as needed.

- Conduct a state-wide workshop for campaign workers if the activities of a large number of groups and individuals need to be coordinated.

- Distribute materials.

- Monitor the placement of materials and keep accurate records. Follow-up on the use of materials, so that next year a more accurate number of copies can be produced and delivered.

- Maintain an anecdotal record regarding the campaign impact (news clippings, letters of thank you and appreciation, telephone calls, human interest stories, and the like.)

- Provide technical assistance to field campaign dissemination personnel, as needed.

- Establish check point contacts with field campaign staff.

- Send copies of key media pieces to the University of Michigan Transportation Research Institute, Ann Arbor, Michigan 48104.

5. *Program Evaluation*

- Determine the type of evaluation:

  —An evaluation or pre-test of major PI&E materials
  —A documentation of your agency's organization and management effort

Task *Who Coordinates*

—A documentation of community campaign activities, efforts by all countermeasure groups, civic groups, intermediaries, activist groups, and other Federal and State agencies

—A documentation of materials distribution, such as the appearance of campaign materials on the air, print distribution, and reports by media monitoring services

—A target audience survey about their awareness of general campaign issues, beliefs, attitudes, and behavioral intentions related to the original drinking driving goals and objectives stated in the beginning. Although the ultimate measure of total project impact is the reduction in the number and severity of traffic crashes caused by drinking drivers, it is known that PI campaigns alone are not at all likely to achieve this. Furthermore, determining how much the PI component contributes to any success can be nearly impossible if all countermeasures operate together and there are no control groups. In fact, even if PI countermeasures operate alone, their impact would be extremely difficult to evaluate in reliable, objective statistical terms. Impact evaluation, therefore, is not usually appropriate for a single PI countermeasure alone. Instead it must usually be conducted for the overall safety campaign. Professional assistance from a university or a public research/evaluation group is recommended.

—Effectiveness evaluation is actually a kind of impact evaluation. It is possible to assess some of the effects of PI countermeasures and to evaluate the effectiveness of such campaigns. One standard method of effectiveness evaluation is to compare the results of a post-campaign survey with those of the pre-campaign survey. This method can measure changes in knowledge, attitudes, and reported behavior. Include effectiveness evaluation in your campaign design—it will provide you with some information on how successfully the PI campaign met the objectives that were established in the plan.

- Conduct post-campaign surveys, analyze data, and tabulate all findings.

- Prepare a report on placement of materials in the media.

- Prepare an inventory of money saved by being given free air time/space, assistance in distribution costs, printing, and the like.

- Prepare a summary of anecdotal evidence regarding the campaign impact. Include newspaper clippings, photographs, etc.

- Relate campaign efforts to other attempts to deal with the problem, other highway safety efforts (speeding, speeding and drinking, driving and drugs, and the like).

- Summarize contacts with other organizations and evidence on the results.

Task	*Who Coordinates*
• Prepare final report.	
• Prepare a legislative package.	
• Prepare letters, awards, certificates of appreciation.	
• Distribute final report and legislative package.	

Appendix 1: Drunk Driving Public Service Announcements

This guide is designed to accompany a videocassette of selected TV spots on drunk driving. These PSAs (Public Service Announcements) exemplify a fairly wide range of themes and production techniques, and the guide includes a listing of the spots under various categories for both of these characteristics.

The spots on the cassette are from a variety of sources—e.g., Federal agencies, State agencies, a business group, voluntary organizations at the national and local level, police units, and Alcohol Safety Action Projects. Some of the spots are specific to particular locations, but many are generic and thus can be used in any part of the country.

Several possible uses are suggested for the spots on the cassette:

1. *Adapting a spot for local use.* In cases where a particular spot is deemed appropriate for airing in your city, county or State, it may be possible to add a local tag and use the remainder of the spot in its entirety. In some instances it may be necessary to obtain approval for such use from the sponsor or producer, but many spots (such as those produced by NHTSA) are in the public domain and clearance is not required. The kind of use suggested here involves minimal cost—often only a few dollars per print for reproduction—and makes it possible to redirect limited funds into the production of other materials not available elsewhere.

2. *Using the sound track from TV spots as radio spots.* In many cases it is possible to take the sound track from a TV spot and use it as a radio spot, normally adding a newly-recorded tag to localize the message source. Again, it may be necessary to obtain approval to do so, but where feasible this procedure can result in a high-quality radio spot at far less than the cost of original production.

3. *Reshooting existing spots.* Some agencies may like the message and format of a particular spot but feel that some elements in it are not appropriate for their locality. Thus they may choose to produce a new version of the spot, using their own background or scenery, a local police car or uniform, and the like. Substantial cost savings can be realized in that the creative and development stages of production are eliminated. A production house could easily estimate the cost of replicating the spot, since they would have the exact shots, dialogue, actor movements, shot sequences, and the total script.

4. *Gaining ideas for new spots.* Existing spots can be used to provide ideas for in-house staff or advertising agencies in developing new PSAs. Reviewing existing spots makes it much easier to visualize various kinds of treatments or formats. Producers of new materials may choose to combine or adapt ideas from several different spots, or develop entirely different approaches from those used previously.

Television PSAs are often superior to other media vehicles in approximating face-to-face contact and in giving the audience a sense of participation, personal access to issues and problems, and a sense of reality. However, communicators who plan to rely heavily on PSAs for coverage should be aware of limitations in their use. PSAs are usually aired on a space-available basis; it is thus difficult, if not impossible, to schedule exposure times and frequent exposure or to specify desired spot durations. Stations often air PSAs during time periods in which audiences are minimal and advertising time remains unsold. Highway safety messages must compete with many other requests for the limited amount of public service time available. Given the variety of factors which reduce their reach and frequency of use, televised PSAs should be regarded as only one part of a comprehensive public information program. Other kinds of materials that can be directed to specific target audiences with greater control obviously should also be included.

These and other spots on the videocassette are available for preview on a free loan basis from the Public Communication Project, University of Michigan Transportation Research Institute, Ann Arbor, Michigan 48109. A catalog of various materials related to drunk driving and available for loan—TV spots, radio spots, scripts, print items, and research reports—may be obtained from Ms. Ann Grimm at the Institute. As always, you are encouraged to send copies of your drunk driving public information materials to the Institute so that others may benefit. The assistance of Ms. Grimm in assembling and reviewing the spots on the cassette is greatfully acknowledged.

When you preview the spots on this cassette and wish to use some of them on the air, you may contact the producing organization directly for any clearances which may be necessary. No clearance is needed for NHTSA produced PSAs or for any non-profit, non-broadcast use of the other spots (e.g., in-house staff meetings, advisory committee meetings, training sessions, meetings with advertising agencies and other contractors, meetings with civic and countermeasure groups, or for public displays).

The television public service announcements below are listed in order of their appearance on the cassette. The legend for these entries is:

(SAMPLE)

1. "Badges" —Number on the videotape and the PSA title
:30 (1971) —Length and year produced
ASAP —Producing organization
Charlotte, N.C. —Place produced
HSRI No. 18978 —Highway Safety Research Institute Number

1 "BADGES"
:30 (1971)
Alcohol Safety Action Project
Charlotte, North Carolina
HSRI No. 18012

2 "LONE RANGER"
:30 (1982)
New York Department of
Motor Vehicles
Albany, New York

3 "THE PARTY'S OVER: DRIVERS LICENSES"
:30 (1980)
The Citizens of Oakland County
Information Service
Oakland County, Michigan
HSRI No. 49394

4 "BAR SCENE"
:30 (1982)
New York Department of
Motor Vehicles
Albany, New York

5 "GRAVEYARD"
:30 (1979)
St. Louis County Police
St. Louis, Missouri
HSRI No. 49396

6 "HITCHHIKER"
:30 (1972)
Project Crash
Waterbury, Vermont

7 "TOO OFTEN ITS THE PEOPLE WHO DON'T DRINK WHO GET SMASHED"
:30 (1979)
South Carolina Commission
on Alcohol and Drug Abuse
HSRI No. 49082

8 "DRUNK DRIVING ARREST"
:30 (1982)
(Generic Version Available)
Western Insurance
Santa Ana, California

9 "DRINK AND DRIVE, WHY RISK IT"
:30 (1980)
South Carolina Commission on
Alcohol and Drug Abuse
Columbia, South Carolina
HSRI No. 49399

10 "D. W. EYER"
:60 (1974)
Alcohol Safety Action Project
San Antonio, Texas
HSRI No. 31091

11 "DRINKING DRIVER TALKING
BLUES"
:60 (1974)
Alcohol Safety Action Project
Sioux City, Iowa
HSRI No. 35440

12 "LICENSE"
:30 (1979)
Iowa Governor's Highway Safety
Office
Des Moines, Iowa
HSRI No. 39480

13 "DON'T DRINK AND DRIVE"
:30 (1980)
Connecticut Department of
Transportation and Highway
Safety
Wethersfield, Connecticut
HSRI No. 49400

14 "CLOCK"
:30 (1971)
Alcohol Safety Action Project
Charlotte, North Carolina
HSRI No. 18013

15 "SQUEEZE"
:45 (1971)
Alcohol Safety Action Project
Charlotte, North Carolina
HSRI No. 18014

16 "CAR"
:50 (1973)
Alcohol Safety Action Project
Denver, Colorado
HSRI No. 2[illegible]513

17 "COULD THIS BE YOU?"
:30 (1971)
Alcohol Safety Action Project
Portland, Oregon
HSRI No. 18646

18 "YOUR LIFE MAY DEPEND ON HOW
MUCH SOMEBODY ELSE DRINKS"
:30 (1971)
Alcohol Safety Action Project
Portland, Oregon
HSRI No. 18647

19 "ITEMS"
:60 (1971)
Alcohol Safety Action Project
Charlotte, North Carolina
HSRI No. 18016

20 "DANGEROUS STREETS"
:30
Virginia Alcohol Safety Action
Project
Richmond, Virginia
HSRI No. 49266

21 "ACCIDENT"
:60 (1972)
Alcohol Safety Action Project
Portland, Oregon
HSRI No. 18786

22 "DRINKING AND DRIVING"
w/ W. Rockefeller
:30 (1978)
West Virginia Governor's Highway
Safety Administration
Wheeling, West Virginia
HSRI No. 39303

23 "CEMETERY"
:30 (1981)
Transport of Canada
Ottawa, Canada
HSRI No. 49267

24 "PLAN AHEAD"
:30 (1978)
American Automobile Association
Foundation for Traffic Safety
Washington, D.C.
HSRI No. 49401

25 "DRUGS AND DRIVING"
:30 (1979)
South Carolina Commission on
Alcohol and Drug Abuse
Columbia, South Carolina
HSRI No. 49083

26 "AM/FM"
:30 (1978)
Pennsylvania Youth Traffic
Safety Council
HSRI No. 44334
HSRI No. 26344

27 "ROADSIDE SURVEY"
:60 (1972)
Alcohol Safety Action Project
Portland, Oregon
HSRI No. 18785

28 "POOL HALL"
:30 (1975)
Alcohol Safety Action Project
Los Angeles, California
HSRI No. 31411

29 "ANTABUSE"
:60 (1972)
Alcohol Safety Action Project
Portland, Oregon
HSRI No. 18784

30 "KNOW YOUR BAC: DON'T RUN
DOWN YOUR FRIENDS"
:60 (1974)
Alcohol Safety Action Project
Sioux City, Iowa
HSRI No. 31244

31 "BLINDERS"
:60
Kentucky Association of Insurance
Agents
Frankfort, Kentucky
HSRI No. 18242

32 "SCREAM BLOODY MURDER"
:30 (1970)
National Safety Council
Chicago, Illinois
HSRI No. 26974

33 "SURE MACK, SURE: COFFEE"
:60 (1971)
American Automobile Association
Foundation for Traffic Safety
Washington, D.C.

34 "TIME TO SOBER"
:60 (1975)
Canada Safety Council
Ottawa, Canada
HSRI No. 35208

35 "JOE HARDY"
:60 (1971)
NHTSA
Washington, D.C,
HSRI No. 18347

36 "ANIMATION"
:30 (1971)
NHTSA
Washington, D.C.
HSRI No. 18583

37 "FREEWAY"
w/ Dana Andrews
:30 (1972)
NHTSA
Washington, D.C.
HSRI No. 18586

38 "DRUNK DRIVERS-SOFTBALL"
:30 (1982)
New York Department of
Motor Vehicles
Albany, New York

39 "FOSTER BROOKS"
:30 (1979)
New York State Department of
Motor Vehicles
Albany, New York
HSRI No. 39272

40 "HENRY WINKLER"
:30 (1979)
New York State Department of
Motor Vehicles
Albany, New York
HSRI No. 39274

41 "DON'T DISCOVER YOUR DRINKING
LIMITS BY ACCIDENT: WANNA BET
YOUR LIFE"
:30 (1980)
Iowa Governor's Highway
Safety Office
Des Moines, Iowa
HSRI No. 49070

42 "TEST TRACK"
:30 (1982)
Alcohol Safety Action Project
National Institute on Alcohol
Abuse and Alcoholism
Rockville, Maryland
HSRI No. 49402

43“SATURDAY NIGHT”
:30 (1982)
National Institute on Alcohol
Abuse and Alcoholism
Rockville, Maryland
HSRI No. 49403

44“HOLIDAYS”
:60 (1971)
Alcohol Safety Action Project
Charlotte, North Carolina
HSRI No. 49265

45“THREE WAYS TO KEEP A FRIEND”
:30 (1981)
NHTSA
Washington, D.C
HSRI No. 49404

46“FIRST A FRIEND, THEN A HOST”
:60 (1978)
American Automobile Association
Foundation for Traffic Safety
Washington, D.C.
HSRI No. 38975

47“DRINK AND DRIVE, WHY RISK IT?”
:30 (1980)
South Carolina Commission on
Alcohol and Drug Abuse
Columbia, South Carolinia
HSRI No. 49405

48“MORNING AFTER”
:30 (1975)
Alcohol Safety Action Project
Los Angeles, California
HSRI No. 31409

49“PROBLEM DRINKER DRIVER”
:60 (1971)
Naussau County
Mineola, New York
HSRI No. 18052

50“FIRST A FRIEND, THEN A HOST”
:30 (1977)
American Automobile Association
Foundation for Traffic Safety
Washington, D.C.
HSRI No. 38973

51“VIGNETTES”
:30 (1977)
NHTSA
Washington, D.C,
HSRI No. 35273

52“PAINTING CLASS”
:30 (1974)
NHTSA
Washington, D.C.
HSRI No. 31020

53“STAR FRIENDS”
:30 (1979)
Washington, D.C.
HSRI No. 39315

54“FRANTIC FAMILY”
:30 (1974)
NHTSA
Washington, D,C.
HSRI No. 31021

55“HUSBAND AND WIFE”
:60 (1977)
NHTSA
Washington, D.C.
HSRI No. 35274

56“MIME FRIENDS”
:30 (1980)
NHTSA
Washington, D.C.
HSRI No. 49122

57“BRINGING DAD HOME”
:30 (1978)
NHTSA
Washington, D.C.
HSRI No. 39148

58“POKER”
:60 (1973)
NHTSA
Washington, D.C.
HSRI No. 26966

59“DRINKING/DRIVING DISCO”
:30 (1979)
Washington, D,C.
HSRI No. 39221
Des Moines, Iowa

60“BROTHER”
:60 (1973)
NHTSA
Washington, D.C.
HSRI No. 26967

61“SLEEPING MAN”
:30 (1976)
NHTSA
Washington, D.C.
HSRI No. 35091

62 "BARTENDER"
:30 (1975)
NHTSA
Washington, D.C.
HSRI No. 31268

63 "TEDDY"
:30 (1975)
NHTSA
Washington, D.C.
HSRI No. 31270

64 "FRAN'S STORY"
:60 (1981)
NHTSA
Washington, D.C.
HSRI No. 49406

65 "FRIENDS"
:60 (1978)
NHTSA
Washington, D.C.
HSRI No. 49407

66 "WRECKER"
:30 (1981)
Iowa Governor's Safety
Office
HSRI, No. 49385

67 "YEARBOOK"
:30 (1980)
Governor's Highway Safety Bureau
Boston, Massachusetts
HSRI No. 49408

68 "A LOSING PROPOSITION"
:30 (1980)
Tennessee Highway Patrol
Nashville, Tennessee
HSRI No. 49409

69 "DEBBIE"
:30 (1979)
South Carolina Commission on
Alcohol and Drug Abuse
Columbia, South Carolina
HSRI No. 39307

70 "GRAVE: BEST FRIEND"
:30 (1979)
South Carolina Commission on
Alcohol and Drug Abuse
Columbia, South Carolina
HSRI No. 39308

71 "IT'S GONNA COST YOU A BUNDLE"
:60 (1979)
Ohio Department of Highway Safety
Columbus, Ohio
HSRI No. 44333

72 "IF YOU DRIVE AFTER DRINKING"
:60 (1979)
Canada Safety Council
Ottawa, Canada
HSRI No. 18158

73 "BEACH"
:30 (1973)
NHTSA
Washington, D.C.
HSRI No. 26461

74 "BACKYARD"
:30 (1973)
NHTSA
Washington, D.C.
HSRI No. 26458

75 "NEVER MADE IT"
:30 (1981)
Iowa Governor's Highway Safety
Office
Des Moines, Iowa
HSRI No. 49256

76 "JAIL"
:30 (1979)
Iowa Governor's Highway Safety
Office
Des Moines, Iowa
HSRI No 49259

77 "RIDER"
:30 (1979)
Iowa Governor's Highway Safety
Office
Des Moines, Iowa
HSRI No. 49262

78 "RIDER"
:10 (1979)
Iowa Governor's Highway Safety
Office
Des Moines, Iowa
HSRI No, 49263

79 "KNOW WHEN TO SAY WHEN"
:10 (1980)
Idaho Department of Transportation
Office of Highway Safety
Boise, Idaho
HSRI No. 49071

80"DEBBIE (Film Version): TOO
OFTEN IT'S THE PEOPLE WHO DON'T
DRINK WHO GET SMASHED"
:30 (1979)
South Carolina Commission on
Alcohol and Drug Abuse
Columbia, South Carolina
HSRI No. 39307

81"JAIL"
:30 (1980)
South Carolina Commission on Alcohol
and Drug Abuse
Columbia, South Carolina
HSRI No. 49081

82"SIX THOUSAND DRINKING DRIVERS
WILL BE ARRESTED THIS YEAR IN
OKLAHOMA CITY"
:60 (1976)
Alcohol Safety Action Project
Oklahoma City, Oklahoma
HSRI No. 39079

83"SLAMMER"
:30 (1981)
Wisconsin Department of Transportation
Madison, Wisconsin
HSRI No. 49410

84"SAY WHEN"
:30 (1979)
Iowa Governor's Highway Safety Office
Des Moines, Iowa
HSRI No. 39481

85"BEER IS A DRUG"
:30 (1976)
Project Crash
Waterbury, Vermont

86"JOB"
:60 (1972)
Project Crash
Waterbury, Vermont

87"LIMIT"
:60 (1974)
Project Crash
Waterbury, Vermont

Appendix 2: Alcohol's Trip Through the Body

1. *Mouth and Esophagus:* Alcohol is an irritant to the delicate linings of the throat and food pipe. It burns as it goes down.

2. *Stomach and Intestines:* Alcohol has an irritating effect on the stomach's protective lining, resulting in gastric or duodenal ulcers. This condition, if it becomes acute, can cause peritonitis, or perforation of the stomach wall. In the small intestine alcohol blocks absorption of such substances as thiamine, folic acid, fat, vitamin B_1, vitamin B_{12}, and amino acids.

3. *Bloodstream:* 95% of the alcohol taken into the body is absorbed into the bloodstream through the lining of the stomach and duodenum. Once in the bloodstream, alcohol quickly goes to every cell and tissue in the body. Alcohol causes red blood cells to clump together in thick wads, slowing circulation and depriving tissues of oxygen. It also causes anemia by reducing red blood cell production. Alcohol slows the ability of white cells to engulf and destroy bacteria and degenerates the clotting ability of blood platelets.

4. *Pancreas:* Alcohol irritates the cells of the pancreas, causing them to swell, thus blocking the flow of digestive enzymes. The chemicals, unable to enter the small intestine, begin to digest the pancreas, leading to acute hemorrhagic pancreatitis. One out of five patients who develop this disease dies during the first attack. Pancreatitis can destroy the pancreas and cause a lack of insulin, thus resulting in diabetes.

5. *Liver:* Alcohol inflames the cells of the liver, causing them to swell and block the tiny canal to the small intestines. This prevents the bile from being filtered properly through the liver. Jaundice develops, turning the whites of the eyes and skin yellow. Each drink of alcohol increases the number of liver cells destroyed, eventually causing cirrhosis of the liver. This disease is eight times more frequent among alcoholics than among non-alcoholics.

6. *Heart:* Alcohol causes inflammation of the heart muscle. It has a toxic effect on the heart and causes increased amounts of fat to collect, thus disrupting its normal metabolism.

7. *Urinary Bladder and Kidneys:* Alcohol inflames the lining of the urinary bladder, making it unable to stretch properly. In the kidneys alcohol causes increased loss of fluids through its irritating effect.

8. *Sex Glands:* Swelling of the prostrate gland caused by alcohol interferes with the ability of the male to perform sexually. It also interferes with the ability to climax during intercourse.

9. *Brain:* The most dramatic and noticed effect of alcohol is on the brain. It depresses brain centers, progressively producing incoordination, confusion, disorientation, stupor, anesthesia, coma, death. Alcohol kills brain cells, and brain damage is permanent. Drinking over a period of time causes loss of memory, judgement, and learning ability.

Appendix 3: Reconstruction of An Alcohol-Related Crash

This is the slow-motion, split-second reconstruction of what happens when a car, traveling 55 mph, crashes into a solid, immovable tree:

- *One-Tenth of a Second*

The front bumper and chrome "frosting" of the grill work collapse. Slivers of steel penetrate the tree to a depth of one and one-half inches or more.

- *Two-Tenths of a Second*

The hood crumbles as it rises, smashing into the windshield. Spinning rear wheels leave the ground. The front fenders come into contact with the tree, forcing the rear parts out over the front door. The heavy structural members of the car begin to act as a brake on the terrific forward momentum of the two-and-a-half ton car. But the driver's body continues to move forward at the vehicle's original speed (20 times normal force of gravity, his body weight is 3,200 pounds). His legs, ramrod straight, snap at the knee joints.

- *Three-Tenths of a Second*

The driver's body is now off the seat, torso upright, broken knees pressing against the dashboard. The plastic and steel frame of the steering wheel begins to bend under his terrible death grip. His head is now near the sun visor, his chest above the steering column.

- *Four-Tenths of a Second*

The car's front 24 inches have been demolished, but the rear end is still traveling at an estimated speed of 35 mph. The body of the driver is still traveling 55 mph. The rear end of the car, like a bucking horse, rises high enough to scrape bark off low branches.

- *Five-Tenths of a Second*

The driver's fear-frozen hands bend the steering column into an almost vertical position. The force of gravity impales him on the steering shaft. Jagged steel punctures lung and intercostal arteries. Blood spurts into his lungs.

- *Six-Tenths of a Second*

The driver's feet are ripped from his tightly-laced shoes. The brake pedal shears off at the floor boards. The chasis bends in the middle, shearing body bolts. The driver's head smashes into the windshield. The rear of the car begins its downward fall, spinning wheels digging into the ground.

- *Seven-Tenths of a Second*

The entire writhing body of the car is forced out of shape. Hinges tear, doors spring open. In one last convulsion, the seat rams forward, pinning the driver against the cruel steel of the steering shaft. Blood leaps from his mouth, shock has frozen his heart. The driver is now dead!

Elapsed time: Only seven-tenths of a second.

Appendix 4: Drunk Driving Organizations

- Alliance Against Intoxicated Motorists (AAIM)
  P. O. Box 10716
  Chicago, Illinois 60610
  (312) 441-6313

- American Association to Prevent Drunk Driving
  18747 Sherman Way, Suite 202
  Reseda, California 91335

- American Automobile Association
  8111 Gatehouse Road
  Falls Church, Virginia 22047
  (703) 222-6000

- American Driver and Traffic Safety Education Association (ADTSEA)
  123 N. Pitt Street
  Alexandria, Virginia 22314
  (703) 836-4748

- American Insurance Association
  85 John Street
  New York, New York 10038
  (212) 669-0400

- BACCHUS—Boost Alcohol Consciousness Concerning the Health of University Students
  124 Tigert Hall
  University of Florida
  Gainesville, Florida 32611
  (904) 392-1261

- CB Radio Coalition Against Drunk Driving
  P. O. Box 115
  Northbrook, Illinois 60062
  (312) 291-0922

- Christians Against Drunk Drivers (CADD)
  H. V. Nicholson
  1639 Locust Street
  Pasadena, California 91106

- Citizens for Safe Drivers
  Mr. Ken Nathansen
  P. O. Box 42018
  Washington, D.C. 20015
  (202) 469-6588

- Dealers Against Drunk Drivers (DADD)
  3101 Automobile Boulevard
  Silver Spring, MD 20904
  (301) 890-6000

- Defensive Tips in The War Against Drunk Drivers
  P. O. Box 6033
  Concord, California 94524 1033
  (415) 689-0159

- Distilled Spirits Council of the U.S. (DISCUS)
  1250 Eye Street, N.W. #900
  Washington, D.C. 20005
  (202) 628-3544

- The Division of Motor Vehicle Safety Program Coordination
  New York State Department of Motor Vehicles
  875 Central Avenue
  Albany, New York 12228

- Highway Users Federation
  1776 Massachusetts Avenue, N.W.
  Washington, D.C. 20036
  (202) 857-1200

- Ms. Charlotte Kitowski
  50 Arnoldale Road
  West Hartford, Connecticut 06119
  (203) 525-1107

- Mother's Against Drunk Drivers (MADD) Headquarters
  Ms. Candy Lightner
  669 Airport Freeway, Suite 310
  Hurst, Texas 76053
  (817) 268-6233

- National Association of Women Highway Safety Leaders, Inc.
  7206 Robin Drive
  Upper Marlboro, Maryland 20870
  (301) 858-7583

- National Automobile Dealers Association (NADA)
  8400 Westpark Drive
  McLean, Virginia 22102

- National Clearinghouse for Alcohol Information
  P. O. Box 2345
  Rockville, Maryland 20852
  (301) 468-2600

- National Commission Against Drunk Driving
  (Formerly the Presidential Commission on unk Driving).
  1705 DeSales St., N.W.
  Washington, D.C.
  (202) 293-2270

- National Council on Alcoholism
  733 Third Avenue, Suite 1405
  New York, New York 10017
  (212) 986-4433

- National Institute on Alcohol Abuse and Alcoholism
  5600 Fishers Lane
  Rockville, Maryland 20857
  (301) 443-3860

- National Safety Council (NSC)
  (and your State NSC)
  444 Michigan Avenue
  Chicago, Illinois 60611
  (312) 527-4800

- The National Students Against Driving Drunk (SADD) Foundation
  Mr. Robert Anastas
  Box 1251
  York Beach, Massachusetts 03910
  (617) 481-3568

- Prevent Alcohol-Related Killings Today (PARK-IT)
  Ms. Martha Ferger, Coordinator
  10 Union Street
  Dryden, New York 13053
  (607) 256-3815

- PARK-IT
  Ms. Fran Helmstadter
  10 Union Street
  Dryden, New York 13053
  (607) 272-3914 (Home)
  (607) 256-3815 (Office)

- REACT International, Inc.
  3653 Woodhead Drive
  Northbrook, Illinois 60062
  (312) 291-0922

- Remove Intoxicated Drivers (RID-USA)
  Ms. Doris Aiken, President
  P. O. Box 520
  Schenectady, New York 12301
  (518) 372-0034

- The University of Michigan Transportation Research Institute
  Ann Arbor, Michigan 48109
  (313) 764-2181

- U.S. Brewers Association, Inc.
  1750 K Street, N.W.
  Washington, D.C. 20006
  (202) 466-2400

- U.S. Department of Transportation
  Office of Alcohol Countermeasures NTS-21
  400 Seventh Street, S.W.
  Washington, D.C. 20590
  (202) 426-9581

- Youth's Highway Safety Advisory Committee
  c/o U.S. Department of Transportation
  Office of Alcohol Countermeasures
  400 Seventh Street, S.W., Room 5130
  Washington, D.C. 20590
  (202) 426-9581

Other groups and ad hoc committees which have formed around the country have some of the following names. You may want to check to see if any are organized in your community.

- AID—Alternatives to Impaired Driving

- AL-LIRT—Alcohol-Learning, Intervention, Recovery, and Treatment

- BABES—Beginning Alcohol and Addictions Basic Education Studies

- BADD—Babysitters Against Drunk Drivers
- BADD—Bartenders Against Drunk Drivers
- BADD—Boys Against Drunk Drivers
- BADD—Businesses Against Drunk Drivers
- CARD-US—Committee for Alcohol-Related Discipline Among University Students
- CARM—Curb Alcohol-Related Motorists
- CAT—Coping with Alcohol and Tobacco
- DAMM—Drinkers Against MADD Mothers
- DEED—DUI Enforcement and Education Program
- DOC—Doctors Ought to Care
- Drive-a-Teen Emergency Services
- ENDD—End Drunk Driving
- FATE—Four-H Alcohol Teen Education
- FOCUS—Friends Observing Chemical Using Students
- GLADD—Good Laws Against Drunk Drivers
- PACE—Prevent Alcoholism Through Community Education
- PADD—Parents Against Drunk Driving
- PADD—Physicians Against Drunk Drivers
- PANDAA—Parents' Association to Neutralize Drug and Alcohol Abuse
- PUSH—Prevention Using Student Help
- RIDE—Reduce Impaired Driving Everywhere
- RIDE—Regional Intoxicated Driver Enforcement
- SOBER—Slow on the Bottle; Enjoy the Road
- SOK IT—Save Our Kids - It's Time
- Student Organization for Alcohol Awareness
- SUDS—Students Understanding Drinking Sensibly
- TAAP—Total Alcohol Awareness Program
- TADD—Truckers Against Drunk Drivers
- TIDE—Turn in Drunk Drivers Everyone

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